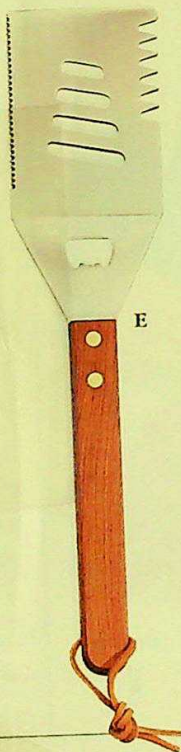
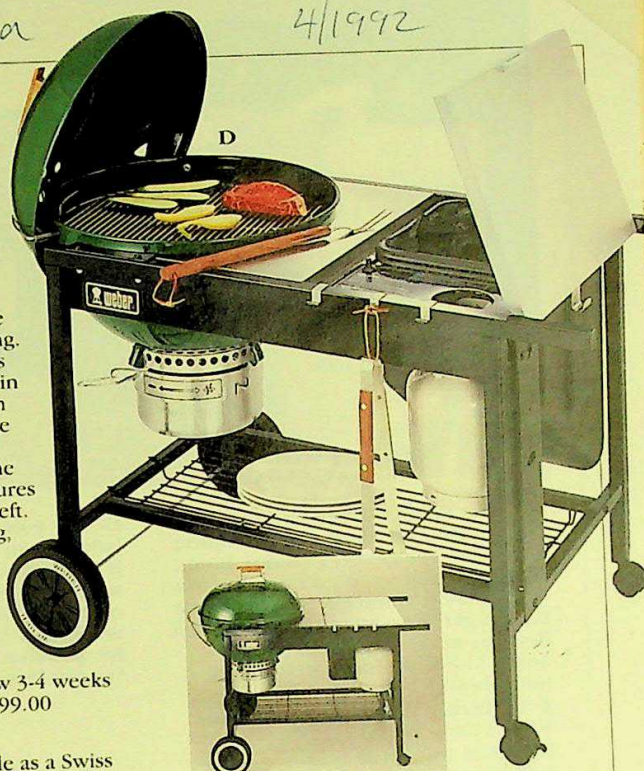


Williams-Sonoma

4/1992

D The new Weber Performer Grill combines Weber's Master-Touch Kettle with an easily operated propane gas ignition system, all mounted on a sturdy steel cart. The Touch-N-Go ignition lets you enjoy charcoal grilling with the convenience of an automatic gas start: Simply push a button to fire the coals, and within 25 minutes they'll be ashed over and ready for cooking. Beneath the 22" x 20 1/2" stainless steel work surface is a storage bin for charcoal and the gas ignition control. Below the grill is a large ash catcher, fully enclosed to prevent ashes from blowing. The 21 1/2" diam. grill has all the features of the Master-Touch shown at left. Protected by a urethane coating, the cart has wheels with locking casters. Uses liquid propane (not included); cart has a 5 lb. capacity tank. 50" x 25" x 40" high. Recipes and instructions included; minor assembly required. Please allow 3-4 weeks for delivery. #57-552547* \$399.00



E As versatile as a Swiss army knife, this All-in-One Barbecue Tool is the model of ingenuity. Not just a spatula, it also has a beveled forward edge for cutting tender meats, a serrated edge for firmer cuts (or for scaling fish), and widely spaced teeth to scrape your grill clean. There is even a bottle opener! Made of heavy gauge stainless steel with an 8 1/4" rosewood handle and leather hanging loop. 3 1/2" wide, 4 3/4" long blade. #57-582213 \$15.00

From the authors of *The Grill Book* come two new collections of barbecue ideas. *Vegetables on the Grill* provides recipes for grilling over 60 vegetables, fruits and such nonmeat foods as pizza. *Chicken on the Grill* was inspired by the worldwide popularity of grilled poultry and presents 35 delicious regional and ethnic recipes. Both are softbound with 96 pages. *Vegetables on the Grill* #57-582312 \$17.00
Chicken on the Grill #57-582304 \$17.00

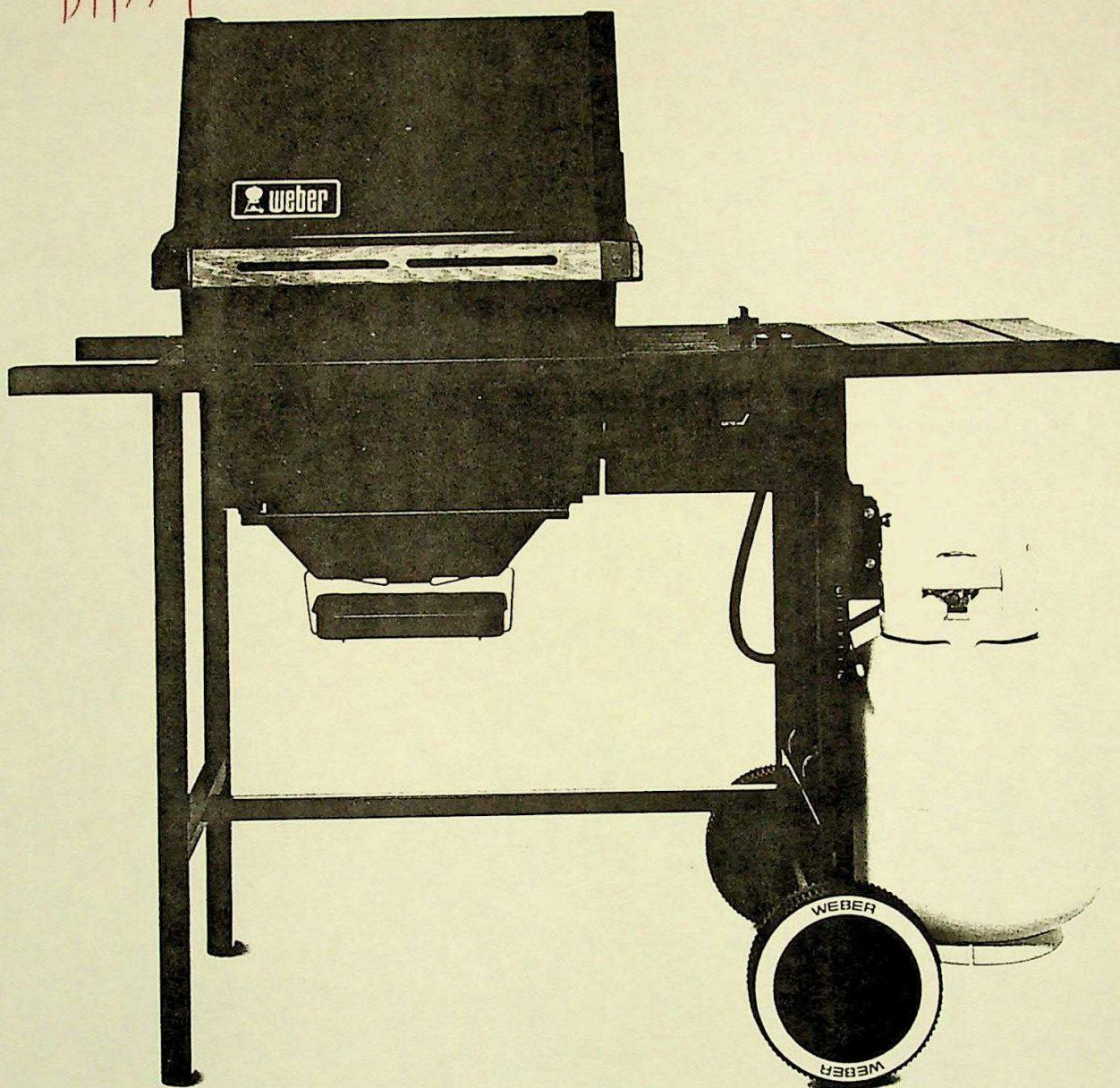


Mediterranean Grilled Chicken

In a bowl combine 1/2 cup olive oil, 1/3 cup Balsamic vinegar, 1 medium chopped onion, 6 minced garlic cloves, 1 large chopped tomato, 1/4 tsp. dried red pepper flakes, 1 Tbs. chopped fresh oregano (or 1 tsp. crumbled dried oregano), 2 Tbs. chopped fresh parsley, salt and pepper. Pour half of it into a shallow non-aluminum baking dish, reserving the remaining half. Cut 1 frying chicken into serving pieces and add to marinade in baking dish. Marinate at room temperature for 30 min. to 1 hour, or for 2-4 hours in the refrigerator, turning 3 or 4 times. Grill chicken pieces over a red hot fire, basting each side with marinade until done. Put reserved marinade in a saucepan and simmer until reduced to a thick sauce, about 10 min. Coat chicken with sauce and serve. Serves 3-4.

Adapted from *Chicken on the Grill*

D7/334



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Help

As Summer Sizzles

There Is a Way to Barbecue for Everyone Who Loves to Cook Outdoors

By Jeffrey Seisler

Americans love to barbecue. There are almost 90 million households in the United States; in 66 million of them you can find a total of 125 million barbecue grills. Last year, consumers spent \$570 million on another 13.5 million barbecue grills, according to the Barbecue Industry Association.

There is a way to barbecue within everyone's price range, from the \$6 hibachi to the \$1,000 top-of-the-line gas grill. Choices range from charcoal and liquid propane gas (LPG) grills to natural gas and electric grills. There's an outdoor cooker to suit your needs whether you are planning to sizzle a few hamburgers or roast a stuffed chicken.

Before you replace your old barbecue setup or purchase the next step up, you should be aware of the relative pros and cons of the different options.

Charcoal Grills

The vast majority of barbecuers—about 80 percent—use charcoal cookers. These relatively low-cost cookers come in four basic types: the portable/table

top, open brazier, water smoker and covered cooker.

The portable/table-top variety includes the commonly used hibachi. There are small table-top grills and even a fireplace variety, all of which have grill space suitable for a few hotdogs, hamburgers, or double portions of chops and steaks. (Some come with covers.)

The open brazier encompasses all types of uncovered grills (including a custom-made oil drum slit lengthwise and outfitted with two refrigerator grills). There are pedestal varieties and models with legs. These simple grills enable you to cook over direct heat, and are suitable for small cuts of meat, burgers, steaks, etc.

The water smoker is a tall, cylindrical, covered cooker with a small water pan inside.

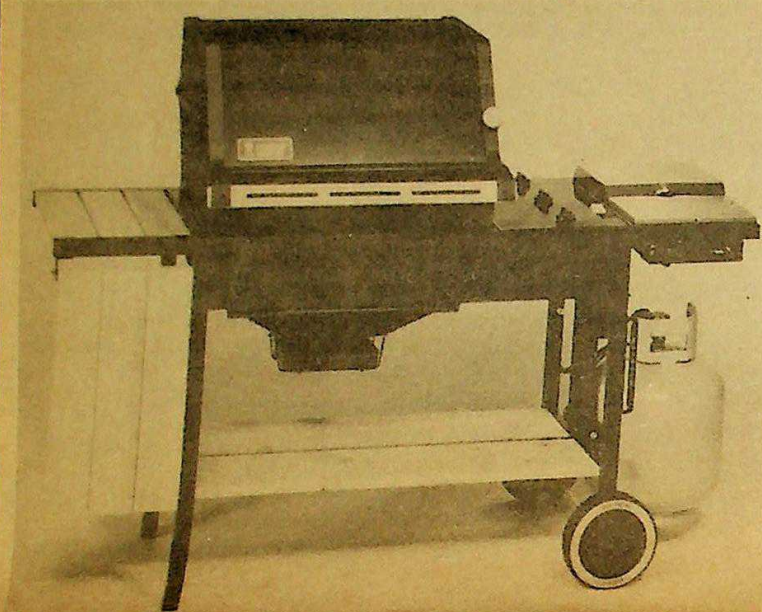
Food cooks slowly—two to 10 hours—inside a smoker. The evaporating water creates a smoky haze that flavors the food as it cooks.

Charcoal-burning water smokers require additional charcoal every hour or so to maintain even heat throughout the cooking period. There also is an electric version of this grill.

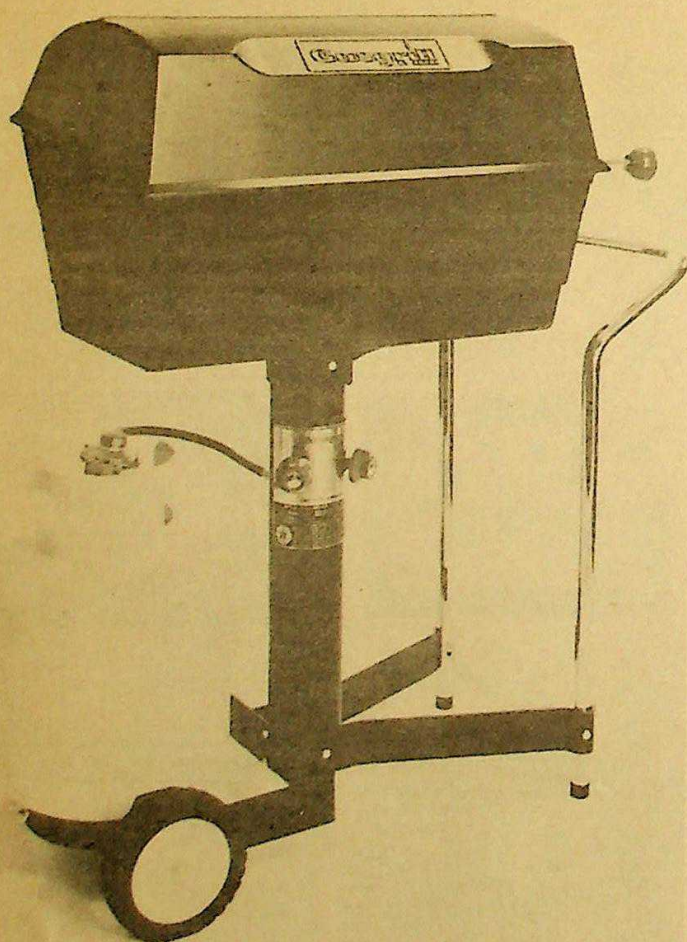
About 22 percent of barbecuers use a covered cooker. These can be square, rectangular or round, with lids that create an oven effect that cooks food evenly. Food can be cooked over direct heat or the charcoal can be shifted in the cooker to provide indirect heat.

With the lid on, a covered cooker is great for smoking or roasting all types of foods, and eliminates the need for a rotisserie. Some of the better

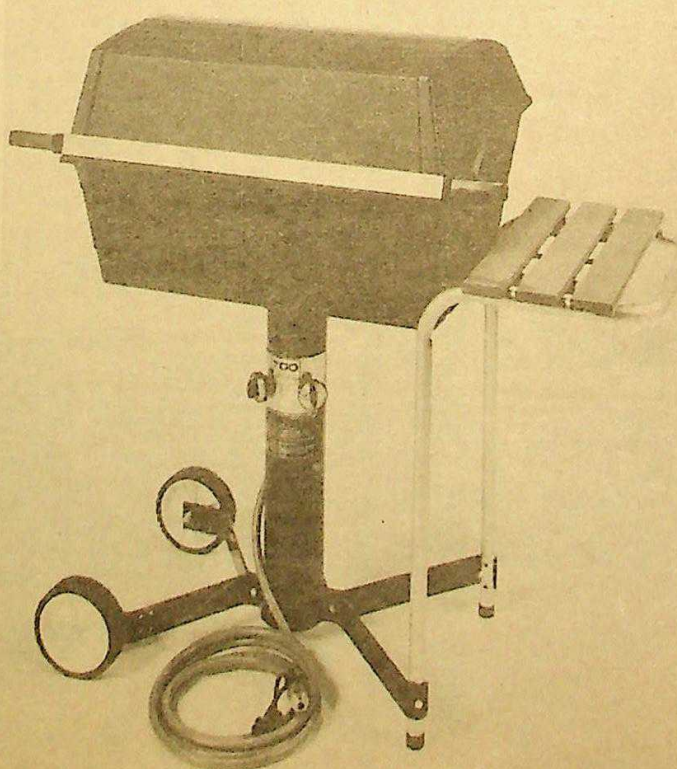
continued on page 12



► Weber's gas grill features space for chopping and preparing foods. The propane tank is shown on the bottom right of the unit.

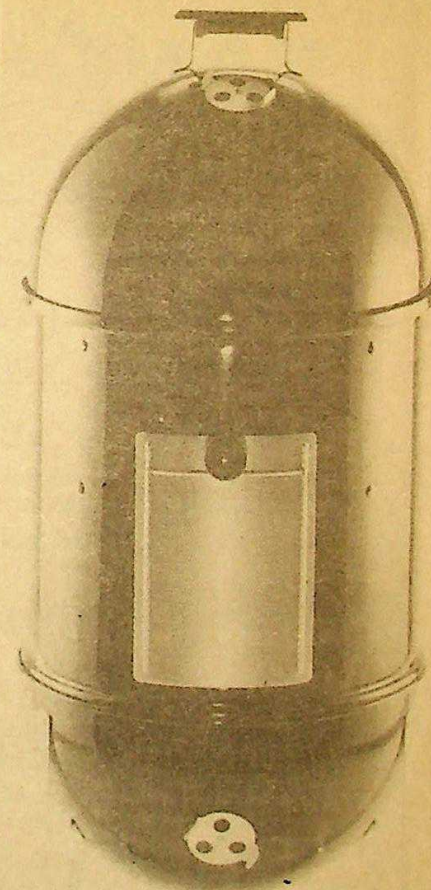


► The Roustabout Gasgrill by Arkla Industries operates on propane gas and has an H-shaped dual burner and dual heat controls to allow cooking by direct or indirect heat.



► The Sears Series 700 natural gas grill shows the flexible gas line with a quick disconnect hookup used to attach the grill to the house gas line.

► The Weber Smokey Mountain Cooker has a water pan inside to provide steam vapor cooking.



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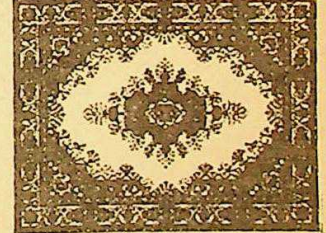
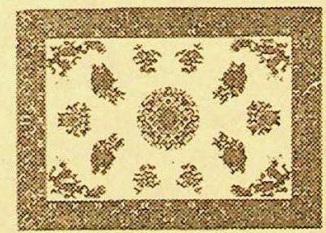
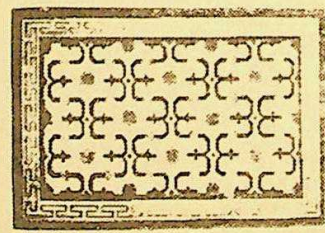
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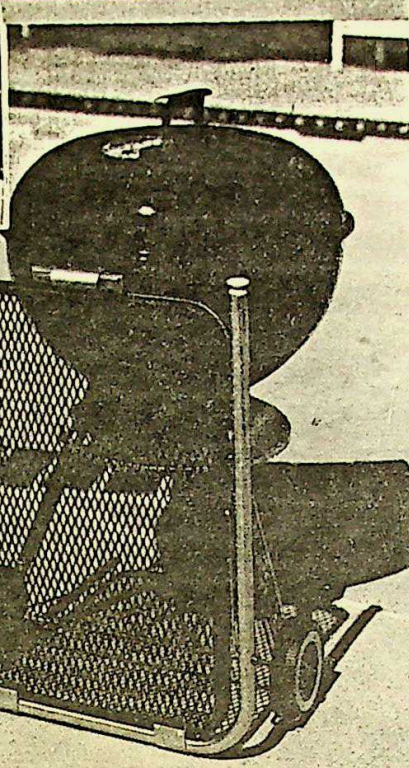
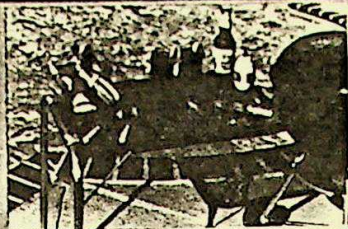
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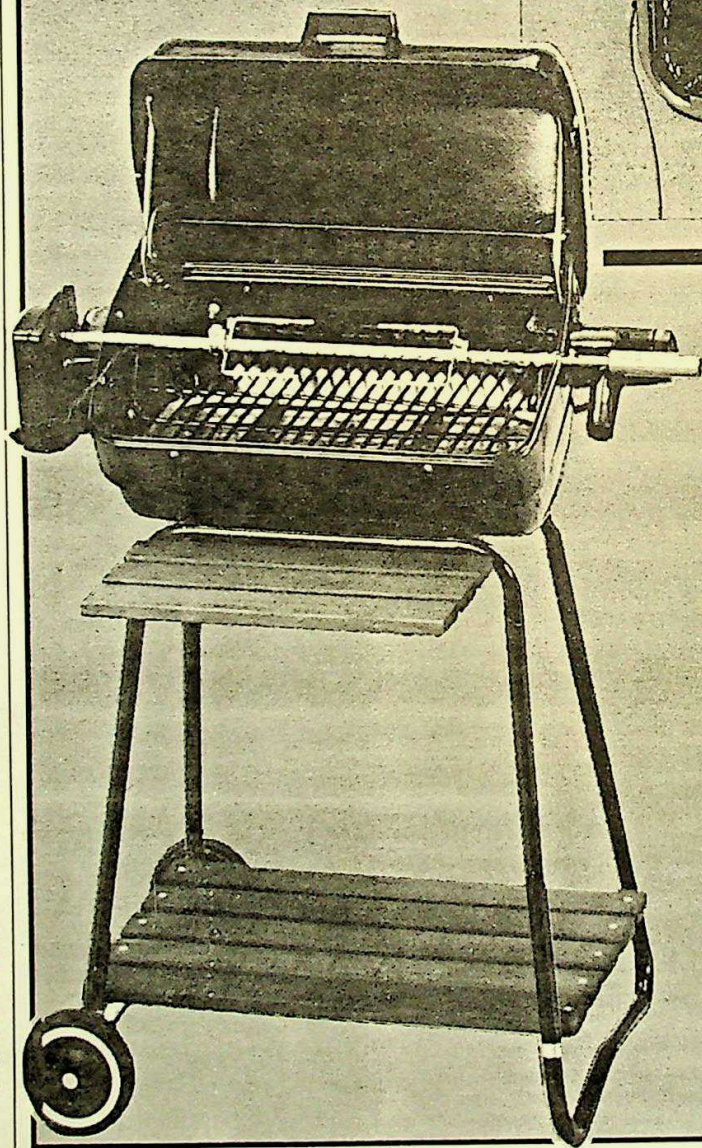
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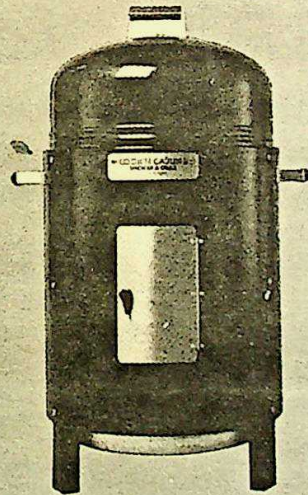


Accessories such as this 12-inch extension table from Christen Inc. are proving profitable for barbecue grill retailers. ▽

Meco is one of several manufacturers zeroing in on the growing electric grill market. ▽



hfd, Oct 7, 85, p. 124



Water smokers like this new Cook'n Ca'jun model are gaining ground at retail. ▴

makers in the courts with a success. Some imitator mounting their units on pe instead.

Stressing features

Meco has added new re sideboards to its grills along an improved multi-level Sunbeam has added a smoker on a cart with a \$69 and a new graphite gray color to its models. Indeed, there seem to be little agreement on trends. Crestline is emphasizing bright greens, reds and yellows '86; at the same time, Strucon concentrating on brown and tan shades. "We think consumers want earth tones, not bright primaries, next year," says Becker, a Structo product manager.

Still, black comprises more than 70 percent of sales, some say the entire category. "We'll have black next year, and I'm confident that's all we need," says James Wilson, director of marketing for Ogden Grate Start firm based in Indiana who imports components from the U.S. and assembles them in the U.S. Grate Start is staking its future on a fluidless chimney starter. The four-level charcoal rack, however, the 22-inch model is available at \$54 wholesale. "That's less than Weber, but we think retailers can stress our quality and sell these units for \$79," Wilson says.

Industry giant Weber is actually lying down in the face of competition. While most attention has focused on the company's new line of square grills, Weber has engineered some improvements into the ash on its One-Touch.

Holding the line

It has also beefed up its color packaging for its One-Touch line. In the face of Weber's price cutting on portable grills, the best-selling Smokey Joe will be reduced by at least 10 percent in cost for '86, allowing hit price points of \$24.99, ranging as high as \$34.99 at retail venues during 1985.

"We haven't changed grills at all for next season," he decided that if we work on lower margin to competitive, we'll do that," says Gudas, Weber's national manager. "There's no way Weber will let the portable business away from us," he felt strongly that if we young homeowners to buy a Weber when they're starting out, then five years down the road.

products—limited to Southern markets until a few years ago—are finally gaining full national recognition.

This isn't to say that at least some evolutionary changes won't be evident in charcoal grills for 1986. Cornucopia Products, a Taiwan importer, has added glass lids to its kettle line for next season.

added a TV stand-style fold-up mechanism to its line along with new handles and hooks to make even full-size models more easily portable. "These are the kinds of little changes that a retailer can get behind and sell," says Marshall Bedoll, president of the firm.

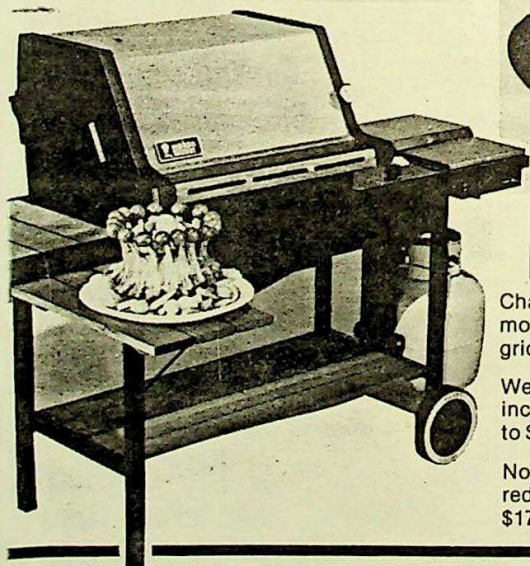
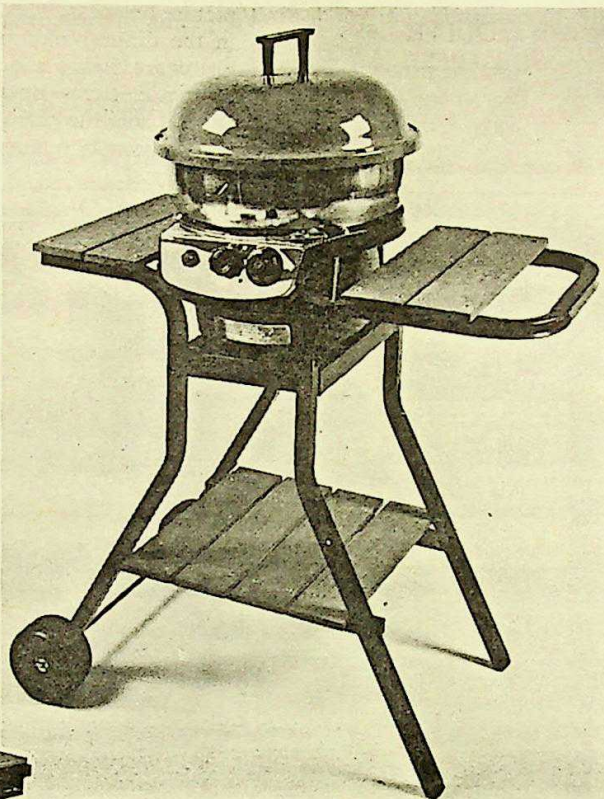
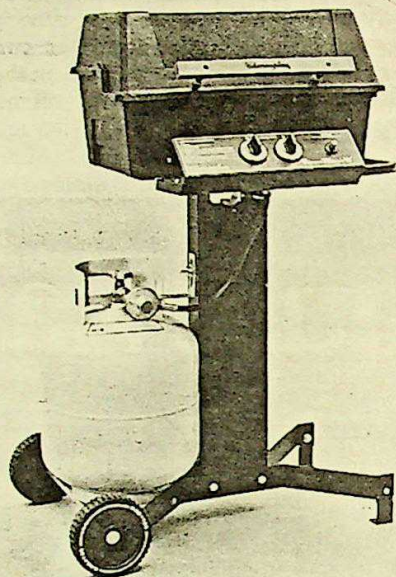
Metal Spinners has added an 18-inch Junior Cooker to its line to

fered by Weber and Arkla. "Retailers are asking us for smaller units that are suitable for small families and apartment and condominium living," says John Nigro, national sales manager. Like several other manufacturers and importers, Metal Spinners has quit making tripod kettles amid legal pressures from Weber,

(Continued on p. 124)

FOCUS on gas grills

try faces maturity—calmly



What's new for 1986

Charmglow's economy line, upper left, includes this model with dual burners and 240-square inch cooking grid. Retail price not yet established.

Weber-Stephen's new rectangular grill series, left, includes three models with Flavorizer Bars. Retail, \$399 to \$599.

Nordic Ware's portable grill, above, with steel and redwood cart. The cart detaches from the grill. Retail, \$175.

with a dealer cost around \$85, will hit \$99 on tight margin. Yet his highest hopes are pinned on Model 542X, a 24,000-BTU unit with dual burner controls and a 270-inch cooking grid that will retail at \$149 on a cart. "Our carts started at \$199 last year, but with a model \$50 cheaper we can be in the mainstream now of the gas grill business. We're better positioned for next season."

On the other hand, Charmglow has followed the lead of other manufacturers who've moved aggressively into the high end. Charmglow's 424D will retail as high as \$700, supplanting a single-burner model that sold with sporadic success at Montgomery Ward last season for \$599.

In 1986, Smoker Products Inc. will make available its new Ultra, a combination water smoker, charcoal grill and gas fryer at a daunting \$1,600 retail. Hammacher Schlemmer is already selling a half-dozen each week. Jacuzzi Gas Grill will introduce its Ultra Chef with a bronze burner and ceramic instead of lava rocks. The price: \$599.

Infra-red heating

West Bend of Canada has entered the United States market with a line capped by the Infra Red 2000, a \$700 model with a host of features. Among them are quick infra-red heating rays, triple burners, pull-out grease trays, a cart with pull-out drawers and cutting boards and even cocktail holders, and a burn-out sensor that shuts down the gas flow if the flame is extinguished.

"Consumers are becoming more educated, and they're asking for more features," says Gary Grant, West Bend of Canada's president. Reflecting the widely-held view that replacement and upgraded sales are a growing factor in gas sales, he says, "Folks

s grills from the charcoal giant, Weber-Stephen Products Co. Depending until now on a kettle-shaped gas model that had identity problems in the trade, Weber has apparently been dissatisfied with gas grill revenues, which were moved to be about 6 percent of total company sales this year. With its new line, Weber hopes to triple or even triple its gas sales in '86. "We think our gas kettle grill

Products vying for runner-up positions.

One observer believes that Weber's marketing efforts will benefit all gas grill producers. Noting that Weber's suggested prices start at \$399 and stretch as high as \$599, he declares: "It's a fine product line, but it's over-engineered. A lot of shoppers drawn into a store by a Weber ad will end up turning to competitors' models at \$200 and less."

of our dealers, the middle sells better than the low end, but \$99 serves as a necessary reference point for consumers shopping the entire category," contends Tom Welch, president of the division.

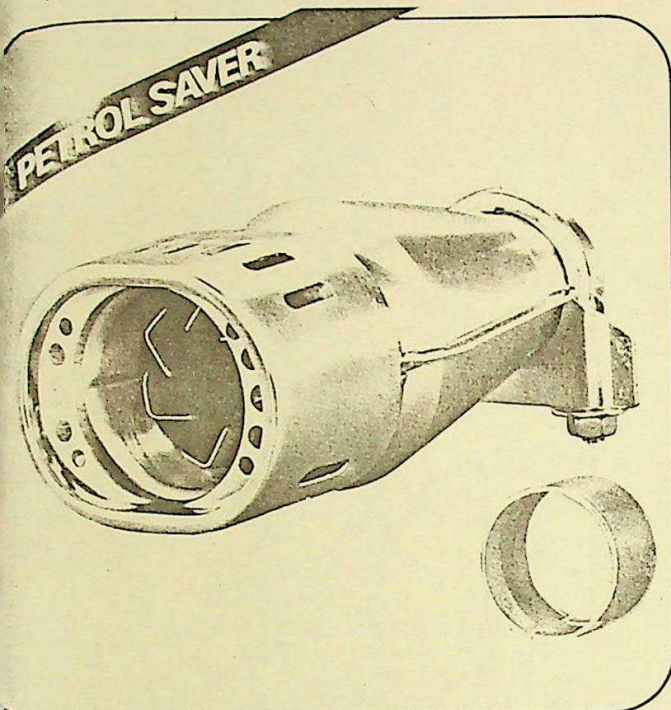
John Stover, a Preway representative, essentially agrees. Preway's Arkla line will range as low as \$89 next year, but Stover figures that only 8 percent of industry sales occur under \$100.

Silver Light Metal Model Freedom Industrial Company

td.

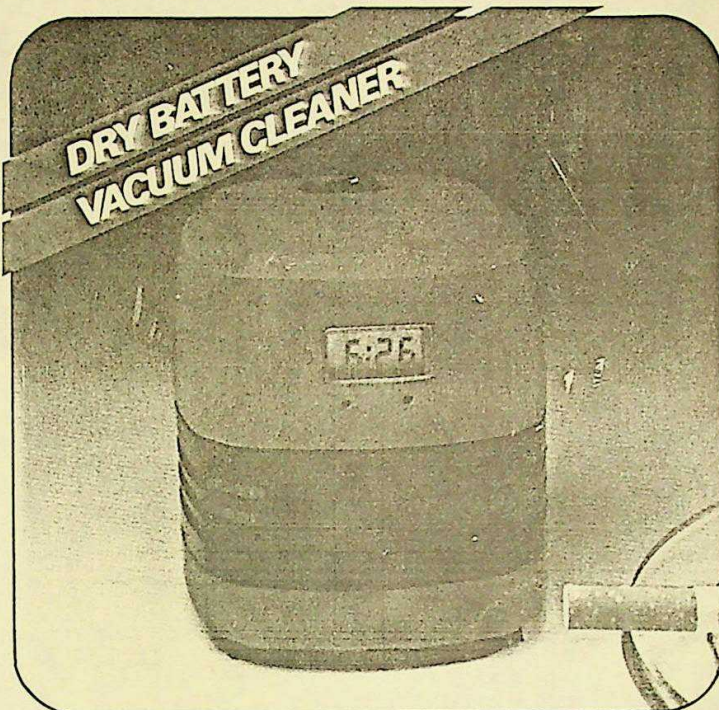
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Model: 328 fit cars of 1800 c.c. to 2800 c.c.
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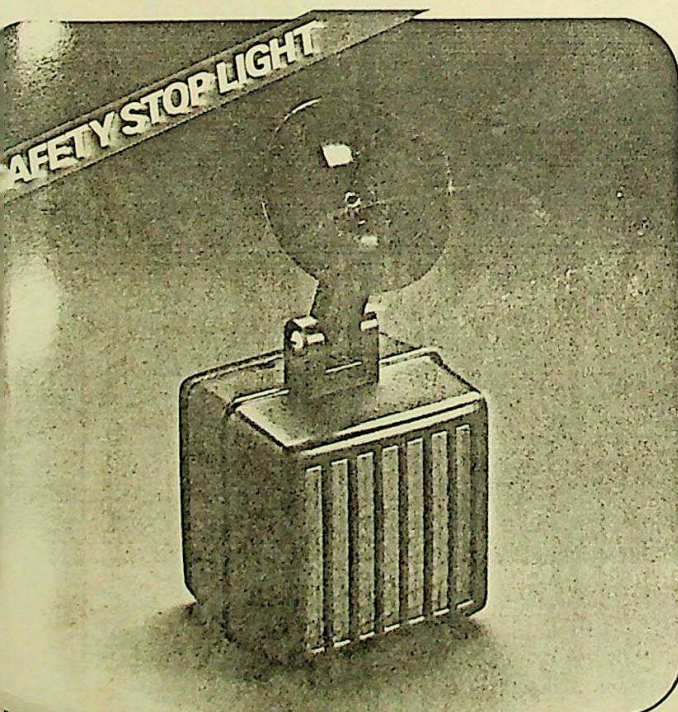
	M	G.W.	N.W.
28	375 x 308 x 267 mm	8.86 Kgs (19.5 lbs)	8.18 Kgs (18 lbs)
38	375 x 298 x 241 mm	7.05 Kgs (15.5 lbs)	6.5 Kgs (14.25 lbs)



Model: 828
Model: 828A with LCD digital clock
Size: 80 x 80 x 90 mm Each in a printed box 48 pcs. per export carton

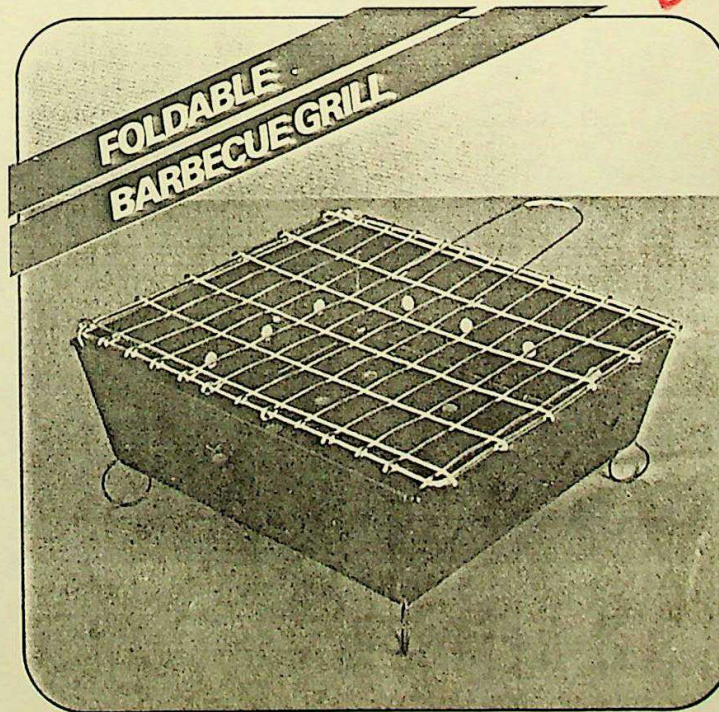
M	WEIGHT
345 x 385 x 260 mm	11.6 Kgs (25.5 lbs)

Hong Kong Enterprise 1/85 p.181



Model: 368
Size: 160 mm x 75 mm x 70 mm
Each set in a gift box, 48 pcs. (24 pairs) per export carton.

M	G.W.	N.W.
20 Cu. Ft. (0.07 Cu. M.)	18 Kgs.	17 Kgs.



Model: 168
Size: 330 mm x 290 mm x 12 mm
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M	G.W.	N.W.
2.60 Cu. Ft. (0.07 Cu. M.)	29.80 Kgs.	29 Kgs.

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coffee, while the adjustable grind
selector can be set from coarse to fine.

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wheels for a uniform grind. The
transparent coffee bean storage
container holds about a half pound of
beans, and the bottom container holds
grounds for up to 10 cups of coffee.

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8-1/8 in., the unit weighs 2-3/4 lbs.

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Westclox adds Big Ben and baby brother to line

NORCROSS, GA—The Big Ben
Quartzmatic is among more than 20
new offerings from Westclox.

Features include a luminous dial
and hands, metallic dial and sweep
second hand, a padded base and an
electronic repeater alarm with top
alarm shut-off. Big Ben comes in a
white or black case. It has a suggested
retail price of \$25.95.

The Baby Ben touts all the features
of its big brother, and retails for
\$24.95. Both models operate for up to
one year on a single AA size battery.

Also new for 1981 is the General
digital alarm. Its modern silver-color
case accents a blue vacuum fluores-
cent digital readout. The 24-hour
memory alarm has a "drowse"
feature for extra sleep time. Measur-
ing 2 1/4 in. high, 5 1/2 in. wide and 3
1/8 in. deep, it carries a suggested
retail price of \$22.49. A backup power
failure feature is also included.

Other digitals in the line include the
Delegate LED alarm (suggested retail
\$17.95); the Chancellor LED (\$26.95);
and the Astromatic (\$25.95).

Westclox, 520 Gutheridge, Ct., M,
Technology Park/Atlanta, M, Nor-
cross, GA 30092.

Douglas deluxe vac adds three features

TWINSBURG, OH—Douglas Prod-
ucts, Division of the Scott & Fetzer
Co., has updated its deluxe Wet/Dry-
Indoor/Outdoor vac with three new
features—molded-in carrying handle,
wrap-around power cord storage and
removable dolly with recessed wheels.

The suggested retail of the A7000 is
\$81.99. Designed in almond and
espresso earth tones, the unit
features a limited one-year warranty,
and comes with attachments.

Also, the Douglas VacPac 670 will
now include three additional attach-
ments—two 20-in. wands and a three-

way floor tool. At \$69.99 retail, the
almond and espresso unit weighs
8 1/2 lbs. and comes with: crevice tool,
dusting brush, upholstery tools, an
adjustable five ft. carrying strap,
reusable cloth bag, two 20-in. wands
and three-way floor tool.

A hand vac with power broom
attachments also joins the Douglas
line. At \$49.99 suggested retail, the
110-volt unit, weighing just 4 1/2 lbs.,
comes with extra-long power
cord, dusting brush and carpet tool.

Douglas Products, 2021 Midway
Rd., M, Twinsburg, OH 44082.

Arkla gas grills tout up-front controls

EVANSVILLE, IN—Two gas barbe-
cue grills with up-front controls are
available from Arkla Industries.

The Arklamatic GR 2020-251-SE
(40,000 Btu) features dual burners, an
LP gas gauge, a heat indicator, wood
side shelf, infinite heat controls and a
540-sq.-in. cooking surface.

Model GR 1515-251 SE (30,000 Btu)
offers all the same features with a
smaller, 400-sq.-in. cooking surface.

Both models feature cast aluminum
tops and bottoms, chrome-plated
cooking grids, elevated cooking areas,
postless carts, 20-lb. tanks and
single-carton packaging.

Burners are covered by a three-year
warranty. Cast aluminum tops and
bottoms carry a five-year warranty.

Arkla Industries, P.O. Box 534, M,
Evansville, IN 47704.



Arkla dual-burner gas grill

*Merchandising
April 1981, p. 46.*

MERCHANDISING

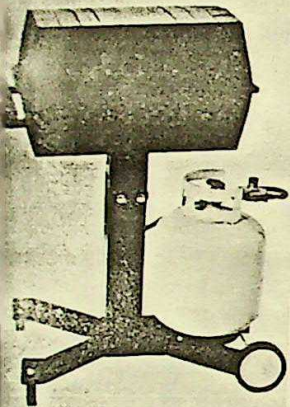
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Housewares® 87

OUTDOOR

Housewares/vol. 176
Jan-Mar 1979
p. 87

' GAS GRILL

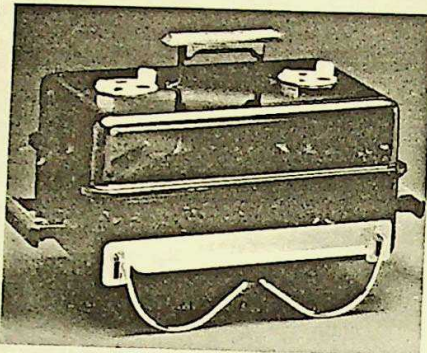


s and portability are two
the A.G.A. approved gas
Neosho Products, Neo-

features include
construction, heavy
ate and stainless steel
at are independently
by adjustable valve
318 square inch cook-

les the Buddy L Gas
base, wheels, 20 lb.
xible gas hose, valve,
d briquettes. The sug-
is under \$180.00.

ESS 007

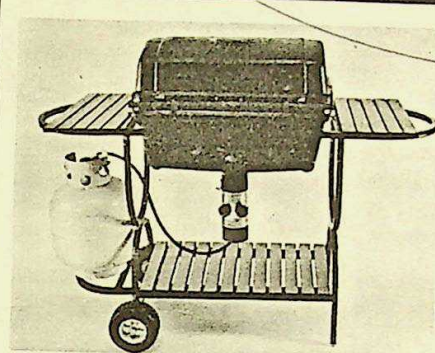


dles and curved legs that support
the unit then fold over the lid for
carrying and storage. The unit of-
fers 160 square inches of cooking
area in black, red or chocolate.

Booth 4369

SILVER FALCON I

Falcon Gas Grills, Dallas, TX, in-
troduces the Silver Falcon I gas grill

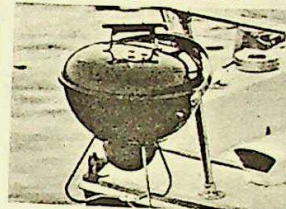


with accessories.

The unit comes on a tubular steel
cart with wheels and features a
redwood stained handle, three
redwood stained trays and a re-
movable support for bi-level cook-
ing. Falcon says that buyers can
also choose the dual-burner system
to operate two sides of the burner
independently. Suggested list price
is \$399.96

Booth L232

GALLEY-



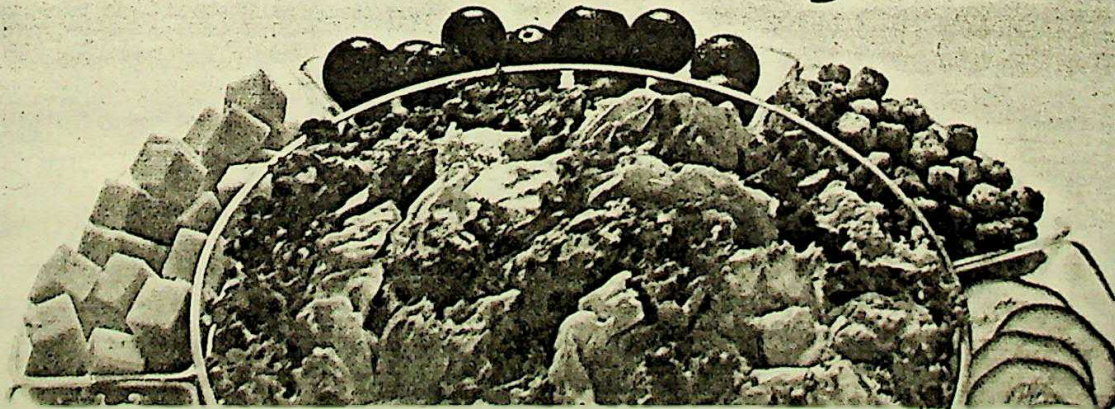
Weber-Stephen, Arlington,
IL, offers a barbecue

According to the co
unit mounts in minutes
station for barbecu
chickens, turkeys, fish
The stainless steel gimb
cooking surface level ev
water, Weber says. Oth
include an enclosed ash
beneath the kettle. The
the bracket for on-sho

Booth 4369

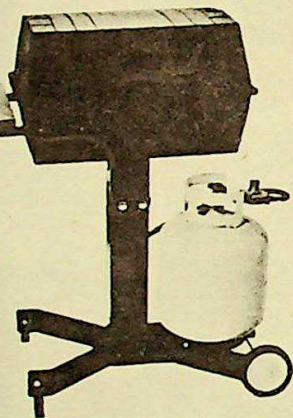
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How can the first home salad server make more lettuce for you?



OUTDOOR

NEW GAS GRILL

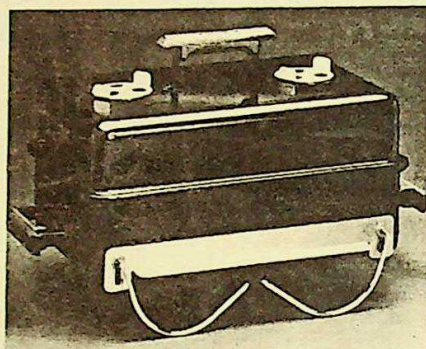


al burners and portability are two features of the A.G.A. approved gas grill from Neosho Products, Neosho, MO.

Other features include minimum construction, heavy metal fire grate and stainless steel burners that are independently controlled by adjustable valve knobs plus a 318 square inch cooking grid.

It includes the Buddy L Gas Grill, mobile base, wheels, 20 lb. tank, flexible gas hose, valve, regulator and briquettes. The suggested retail is under \$180.00.

Booth 3162

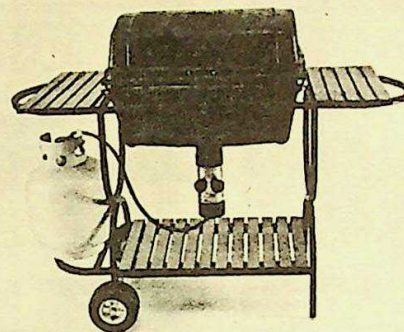


dles and curved legs that support the unit then fold over the lid for carrying and storage. The unit offers 160 square inches of cooking area in black, red or chocolate.

Booth 4369

SILVER FALCON I

Falcon Gas Grills, Dallas, TX, introduces the Silver Falcon I gas grill

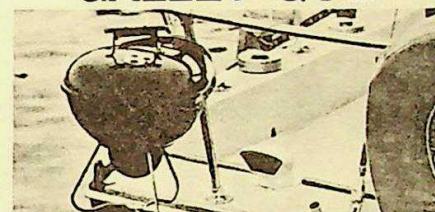


with accessories.

The unit comes on a tubular steel cart with wheels and features a redwood stained handle, three redwood stained trays and a removable support for bi-level cooking. Falcon says that buyers can also choose the dual-burner system to operate two sides of the burner independently. Suggested list price is \$399.96

Booth L232

GALLEY-QUE



Weber-Stephen, Arlington Heights, IL, offers a barbecue for boats.

According to the company, the unit mounts in minutes to the boat station for barbecuing whole chickens, turkeys, fish and roasts. The stainless steel gimbal keeps the cooking surface level even in rough water, Weber says. Other features include an enclosed ash container beneath the kettle. The unit lifts off the bracket for on-shore use.

Booth 4369

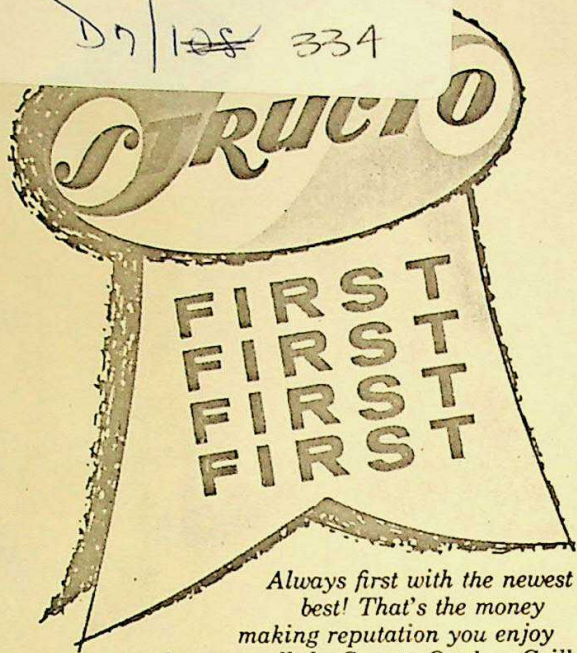
continued on page 92

How can the first home salad server make more lettuce for you?



BAR-B-Q GRILLS

FIRST again in '65



Always first with the newest and the best! That's the money making reputation you enjoy when you sell the Structo Outdoor Grill line.

The all-new #7600 Smoker Grill is typical of Structo's outstanding sales ability for 1965.

FIRST with "Cord-Minder" MOTOR



*(Patent Applied For)

New heavy-duty circular (U.L. approved) electric motor is U.S.A. made and guaranteed for 1 year. Original Structo swing-out motor design* and built-in "cord-minder" offer added sales building satisfaction.

Also see and compare removable inner firebowl with drip pan; redwood work area and towel bar; ripple grid and heavy-gauge steel construction.

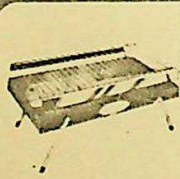
Model #7600

SEE THE EXCITING #7600 FEATURES:

Fireproof glass door • 5-position grid adjuster • Convenient charcoal door • Ash drawer for easy cleaning • Heavy-duty motor with cord-minder • Expanded metal self-cleaning firebox • Built-in heat indicator • Redwood work area with chrome towel bar • Storage space • Smoke cooking and charcoal broiling.

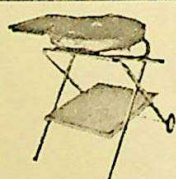
Housewares Show Booth (No. 2107-15)

With 34 Structo models to choose from, you hand pick the grill line for your market!



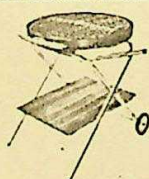
MODEL #2582

Foldaway car trunk grill



MODEL #3588

Foldaway with bottom tray and redwood workshelf



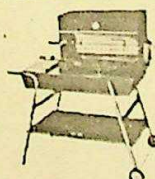
MODEL #4604

Foldaway with bottom shelf redwood



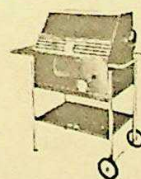
MODEL #6012

Motorized brazier with oven



MODEL #7006

Deluxe Wagon Barbeque with hardwood cutting board



MODEL #7500

Deluxe Smoker Grill Wagon



NOW... unique grid with ripple wire, designed to prevent food from sticking to surface.



NOW... quick and easy folding for portability is offered by tripod construction.



NOW... attractive redwood service cart for indoor-outdoor use; rubber tired wheels.



NOW... unique lever controlled slot mechanism makes positive grid height adjustment.

STRUCTO MANUFACTURING COMPANY

General Offices and Factory FREEPORT, ILLINOIS

National Sales Offices 200 Fifth Ave., New York 10, N.Y.

MERCHANDISING WEEK

JAN. 11, 1965

Main Interest Grows In Private Label Lines

Continued from Page 1

ing aids, paints and spray equipment.

Merchants Buying Syndicate's private label program which now consists of 119 product lines handled by 90 per cent of the buying office's member stores. This program includes cleaning equipment, chemicals, paint, garden tools, power lawn mowers and other merchandise.

In addition to these known developments reports traveled the rounds of the Coliseum of other noticeable moves into private labels.

One report had it that three large discount store chains are in the process of developing a co-operative own-label plan, though this could not be confirmed. The name of E. J. Korvette was tied in with that report, though a spokesman for the firm denied its validity, saying Korvette had its own private label plan.

It was further believed that J. M. Fields discount store chain was in the process of organizing a private label program. Company comment was not forthcoming on the report.

Poloron Names Mittelman Chicago Sales Manager

NEW ROCHELLE, N. Y.—Poloron Products, Inc., here, has named Dick Mittelman to the new post of Chicago district sales manager.

The firm, which manufactures picnic goods and Christmas decorations, has a sales representative in the Chicago area, Charles Bael, who will continue there, working with Mr. Mittelman.

Mr. Mittelman formerly was a salesman for the company in metropolitan New York.

Jerry K... Mr. Mittelman in N... Bob... Mary Sal... district manager.

Trash Container

SPRINGFIELD, Mass.—Tabco, a new firm, is introducing a disposable paper container for rubbish and trash.

A special wall holder is also being offered to suspend the bags slightly above basement or garage floor.

Wet strength is said to withstand mixing of wet and dry rubbish or rainfall at curb while awaiting pickup. The container which hold the equivalent of two 20-gallon rubbish barrels, may be dragged across floor or carried without usual difficulty.

Manufactured for the firm, under Tabco patent rights, by St. Regis Paper & Plup, Pensacola, Fla., the item will retail at three for 99c. The patented holder retails for \$1.95.

Planting Tool Plugs, Sods Turf

The Union Fork & Hoe Co., Columbus, is introducing a planting tool, the Turf Plugger.

An addition to the company's Green Thumb line, the Model TP32 Turf Plugger has been designed for plugging and sodding various types of turf, grass and sod. The \$4.62 retailer features a new perfect circle design, in that the center of the cutting tube is lined up with the center of the shaft. When the handle is rotated 360 degrees, the cutting tube makes a perfect circle.

A square cutting edge for even coring and a full-width foot rest are also incorporated in the new Turf Plugger. The 32-inch-long tool has green enamel finish and green vinyl hand grips.

Atlantic Blowmolding Assets Sold for \$15,000

NEW YORK.—A bankruptcy auction of assets of Atlantic Blowmolding Corp., 199 and 205-211 E. 2d St., Mineola, realized \$15,000, according to Israel G. Halpert, bankruptcy trustee.

Liabilities were \$135,939. Atlantic, formerly manufacturing plastic hollow ware, had filed a Chapter XI petition but was adjudged bankrupt following failure to consummate a 22 1/2 per cent plan.

To lend weight to this whole private label movement, AMC stores now have for the first time a program for ironing tables. Some stores in the chain are so imbued with interest in the AMC label that they sell only AMC ironing tables.

The whole question of private label merchandising takes on added importance at this time with the housewares departments being pressured to make greater contributions to the total store profit.

Certainly, it is felt, private labels can do this, but only if the chain is willing to forego advertising allowances, spend its own money and engage in a consistent advertising program.

Furthermore, the larger stores, which work heavily with housewares jobbers, will have to warehouse private labels or get manufacturers to drop ship in small

quantities to the separate stores. The latter practice could be frowned upon by producers who cannot afford to ship to local stores.

If the discount chains contemplate entering or expanding their modest present private label programs, it is questioned whether chains of either 40 or 50 stores can develop and sell profitably their own-label merchandise.

For example, no manufacturer, it is said, could afford to work with a chain on a private label small appliance unless it was assured the sale of a minimum of 5,000 units a year.

When speaking of electric housewares, there are some industry representatives who severely question the use of this merchandise in private label programs of the discount chains.

Electric housewares, it is said, should be used to give a store a price image. The department stores may need their own label on this merchandise so that they can make a proper markup, but certainly the discount chains must continue to accent name brand small appliances to present a price image.

As one industry spokesman put it: "Private labels can be used by the discounters, but not as a defensive mechanism. And definitely they should not be employed where the chain is most vulnerable."

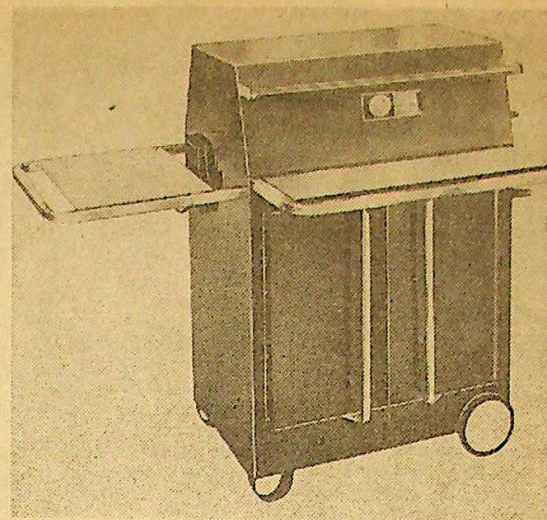
Elektra Changes Drain Cobra Color

NEW YORK.—Elektra Engineering Products Co., Lansing, Mich., has changed from green to orange the color of its Drain Cobra introduced in July.

A spokesman said the color change was made to distinguish the product, for cleaning clogged drains, from vinyl garden hose.

Housewares—Hardware

Smoker at Under \$40



Glaser Products Corp., St. Louis, has added this enclosed smoker-wagon to its 1965 barbecue line at under \$40 retail, as noted. The unit is similar to a open-base model previously in the line.

Self-Spreading Snow Melter

NEW YORK.—Speco, Inc., Cleveland is offering a new self-spreading package for Ice Rem Super, ice and snow melting chemical.

The new package is called the "Spreader Pak", and it operates by lifting two flaps on the pack-

age bottom, pulling the neck of a plastic bag through the opening and shaking to spread.

After spreading over a desired area, the bag neck can be retied and tucked back into the Ice Rem box. It holds 10 lbs. of Ice Rem Super and is available at a suggested retail of \$1.98.

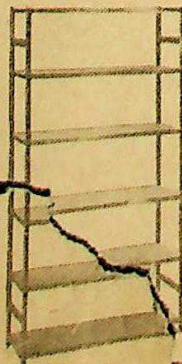
COMPLETE MERCHANDISING PROGRAM CREATES SALES and PROFIT BREAKTHROUGH!

SEND NOW FOR PRODUCT-PRICE-PROFIT DETAILS!

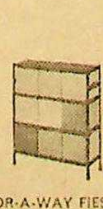
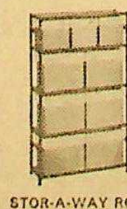
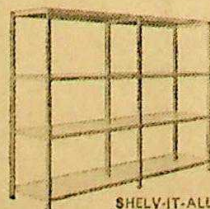
Steel storage shelving surged to a new level of sales and profits with the two completely new Hirsh lines—the deluxe "trade-up" *Hirshline* and the economy *SHELV-IT-ALL*. With this new product concept comes new money-making merchandising—a complete plan thoroughly tested by foremost retailers from coast-to-coast.

There's no place like first place! And Hirsh helps you every step of the way. Decide now to lead in your area—as others throughout the country are doing—with Hirsh storage systems, a powerful new idea in retailing.

Drop us a note or phone now to get full information about the product and plan that gives you higher mark-up per sale, lower sales cost and a substantial increase in total sales of this staple stock item!



Hirshline
Sold with manufacturer's full 1-year written GUARANTEE. Free replacement of any part that fails as a result of overloading.



STEEL STORAGE SYSTEMS FOR HOME AND OFFICE

S. A.

Hirsh

MANUFACTURING COMPANY

8051 CENTRAL PARK AVE., SKOKIE, ILL.

Chicago phone: 267-6777

Long distance calls: 312-673-6810

COPYRIGHT 1964—S. A. HIRSH MFG. CO.

Jacobsen Shows Mower, Snow Thrower Numbers

NEW YORK. — The Jacobsen Manufacturing Co., Racine, Wis., is showing its 1965 line of Turbocone four-blade rotary mowers featuring a lightweight magnesium deck, adjustable snag-free stand-up handle, and quiet 3-hp. engine.

Also available on three 1965 models is a new Power Flo four-cycle engine. All Turbocone rotaries feature a new power-ignition system for easier starting. Retail prices range from \$90 to \$159.

Standard equipment on three models is a new, easy-to-read fuel gauge and a built-in washout opening. Jacobsen's volute deck design is claimed to prevent grass clumping and assure even dispersion of both wet and dry clippings.

A new grass catching kit is available for use with all six models at additional cost.

Also new with the firm is a two-stage Imperial Snow Jet with heavy-duty welded 26-inch-wide

steel auger, and blades, specially designed to feed all types of snow into a high-speed fan, which propels it up and out the square-shaped discharge chute. Retailing at \$349.95, the Imperial is powered by a 6-hp. winterized Lauson engine.

Rounding out the firm's new offerings are Chief tractors, all powered by 6-8- and 10hp. engines and operate at speeds up to seven mph. Equipped with automotive-type transmission, three forward speeds and one reverse, the machines include easy steering, cushioned seat and back rest and an automotive-type control panel.

There are new adjustable twin seal-beam headlights and a new side panel design to enclose the drive mechanism. The Chief features a low center of gravity for safety on hills and slopes. Approximate retail is \$675 with a variety of attachments.

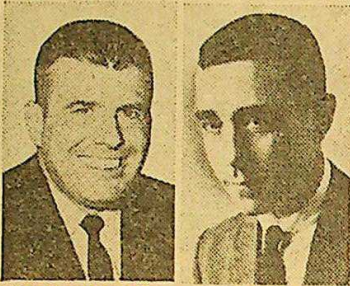
P. M. Engineering Battery-Operated Mower Offered

NEW YORK.—A battery operated power mower has been unveiled by P.M. Engineering & Manufacturing Co., Ridgway, Pa.

Available in two sizes, Whispering Jet operates on battery power ample to cut 12,000 square feet of lawn, or more than two average size lots.

The unit retails at \$69.90 for the 15-inch model; \$79.90 for the 18-inch. The mower has fiber glass reinforced plastic housing, oversized wheels, stainless steel cutting blade, heavy duty ball bearing motor, and 3-inch range height adjustment.

In Waring Posts



SHOWALTER LOWE

F. E. Showalter, left, and Anthony F. Lowe, right, have been named field sales managers for Waring Products Co., as noted. Mr. Showalter will handle the western part of the country and Mr. Lowe, the east.

Berlan Takes Prize

Lucky winner of the door prize at the first meeting of the fall season of the New York Housewares Club was Asher Berlan, housewares buyer for B. Gertz, New York department store. Asher, who's a new member of the club's board of directors, received a cash prize instead of the traditional liquor basket.

Dateline Hardware Show

Picking up tips on how to run a trade show this week at the Coliseum is Roy Seager, International Hardware Trades Fair in Great Britain. He's in town for the National Hardware Show.

Paul Glenkey, former C & H Air Conditioning exec, is at the show this year working as a consultant for Toccoa Metal Products Co., Toccoa, Ga.

More Show Notes

Professional football has been all over the Coliseum this week. Del Shofner, New York Giant end, posed for pictures with visitors to Pennsylvania Lawn Products' space Monday. Downstairs, his teammate, line backer Dick Lynch, autographed footballs at the Skil booth. Nearby, former Giant star Kyle Rote, now radio sportscaster, autographed color pictures of himself under the Bernzomatic banner.

There was much fingernail biting at E. T. Rugg Co. and Continental Mower Co. spaces when many of their display samples didn't arrive in time for the show's kickoff. It was especially annoying to Continental since it was the new firm's first try at a hardware show.

Meet the Press

The Hardware Show has grown so much the past year that the show management had to put eight new exhibitors in the former press room. Members of the fourth estate, however, found quite adequate accommodations elsewhere in the Coliseum.

Robinson Named Chairman

L. C. Robinson, manager of the Zanesville, O., S. S. Kresge store, has been named chairman of the area's Christmas seal campaign.

Employees Honored

Some 131 employees, each with more than 25 years' service were presented engraved watches by A. Neil Gustine, King-Seeley Thermos Co. president. Banquets in Ann Arbor, Mich., recently honored employees from the firm plants in Ann Arbor, Scio, and Ypsilanti.

Bay Staters In New York

Who's minding the store? With so many hardware-housewares buyers and company officials at national hardware show in New York this week, the question comes to mind. Just to name a few: Andrew Beaton, hardware buyer, Jordan Marsh Co.; Albert M. Rosen, partner in Rosen's Hardware, Dedham, Mass.; David Knopping, president, and executive vice-president Aaron Knopping, Super Market Distributors, Inc.;

Tin Pan Alley

Herbert Regal, vice-president, John S. Regal & Son, Inc., Cambridge, Mass.; Sam Sicchio, sales manager, Beacon Plastics Corp., Newton, Mass.; and Nicholas Arena, hardware buyer, Decatur Hopkins Bigelow Dowse, Needham, Mass.

Understand that Al Turpel, housewares buyer for Hardlines Distributors in Norwood, Mass., is recuperating from an operation at South Shore Hospital in Weymouth. Best wishes for a speedy convalescence.

Baker's Once In a Lifetime

Leland D. Baker, sales representative for Washburn Co., Worcester, Mass., for 42 years, was presented a silver engraved card entitling him to lifetime membership in the Baltimore-Washington Housewares Club to which he belonged for many years.

A one-factory man throughout his selling career, Mr. Baker joined Washburn in 1922 after graduating from Harvard and sold in the Baltimore-Washington area for 34 years. For the last two years, he has been the factory's special representative to the rack jobber trade for the United States, making his headquarters in San Francisco.

Making the presentation for the local club was Claude L. Wright, Seaboard Distributors, current president. Mr. Wright also presented plaques to two former club presidents — Irvin J. Ling, the Crown Sales Co. (1962-1963) and John P. Doyle, Jr., Jack Doyle Associates (1963-1964).

Nickman Joins the Club

Newest member of the Ekco Century Club (membership is based on annual housewares purchases of at least \$100,000 from Ekco Housewares Co.) is the Myron Nickman Co., Cleveland. Myron Nickman, president, received a plaque marking his time membership from the Ekco national field manager, Steve Subich, assistant general manager of Nickman, and Julian Brown, Ekco's Cleveland sales rep. witnessed the presentation.

More Florida Golf

The Florida Housewares Club, which recently held a golf tournament at the famed Doral Country Club course, now heads for equally well-known Rolling Hills Country Club, according to Jerry Meyers, Miami rep and chairman of the golf committee. The next tournament will be held Oct. 22, starting at 9 a.m.

Joyces Score Grand Slam

Richard Joyce, head of Henkle-Joyce, Co., housewares-hardware wholesaler in Lincoln, Neb., and his Mrs. placed first in the Lincoln Duplicate Bridge Club's eighth annual tournament.

Conner Elected

New director of the National Wholesale Hardware Golf Association is R. Dudley Conner, president of Knapp & Spencer Co., Sioux City housewares distributor. He was elected at the association's annual meeting in Colorado Springs.

Hard Luck Hits Mrs. Norton

Theft of \$1,000 in cash and \$200 in checks from Mrs. Viola Norton, co-owner of the Interlied Hardware Co., Endicott, made news in the Binghamton newspapers. It caused a spectacular mammoth in those parts resulting in the arrest of two suspects.

Reps to Meet

Ben Abrahamson, Judor Distributing Co., and Larry Savell, National Bellas Hess, are scheduled to address the Housewares Hardware Representatives of Metropolitan New York when the group meets Oct. 7. Jack Golden, president of the group, says the affair will be held at the 13th floor Buyers Lounge of 230 Fifth Avenue.

Illinois Items

Brenda Kaye, K-Mart Discount Store, and Jack Spitz have announced their engagement in Champaign, Ill. At the same time, Nancee Stanley and Russell Knox, Jr., are receiving congratulations on their recent engagement there. Miss Stanley is also associated with K-Mart.

There's a wedding in the future of Diane Heirendt and Allen Zeitler in Bloomington, Ill. The prospective June groom works at Sears, Roebuck's Bloomington store.

The late Mannie Tepper, founder of Tepper's Ace Hardware in Urbana, was recently honored as one of the founders of the new Lincoln Square Shopping Center which opened last week in Urbana.

Sooners Make Plans

E. B. Saul, Oklahoma Hardware Co., Oklahoma City, is already passing the word that his firm's 1965 spring market will be held at the Hickins Hotel, Oklahoma City, Feb. 6-7.

Similarly, Bob Boatwright, Hardware, is making plans for his 1965 market.

Iowa Retailers Plan Peanut Day

SIOUX CITY, Iowa. — The Iowa Retail Hardware Association will sponsor Peanut Day on Saturday, Oct. 17, as a fund-raising event in behalf of retarded children.

On that day, participating IRHA stores throughout the state will offer people all the peanuts they can eat, provided they leave the shells on the floor of the store. They will not be expected to pay for the peanuts, but will be invited to leave a contribution for the Iowa Association for Retarded Children.

The over-all program has been planned by Carl G. Wiggdahl, Emmetsburg, Iowa, president of the association, and Philip R. Jacobson, Des Moines, executive secretary.

Participating stores will be identified by window banners publicizing Peanut Day. The merchants will wear triangular name cards.

Here's Proof in Dover Maid's New Line

STEEL SHELVEING CAN BE WELL STYLED, WELL BUILT AND PROMOTIONALLY PRICED!

Also, step-up lines of deluxe quality shelving. Write for catalog sheets and prices.

DOVER MAID INDUSTRIES, INC.
Tel. 201-366-5800 DOVER, N. J.

#200 Series

Gem extra heavy ironing board cover

Gem ironing board cover

REFLECTS HEAT SCORCH RESISTANT

They're new!
Gem's new "STAND-UP-'N-SHOUT"
ironing table cover packages!

New designs! New colors! New customer appeal! Two popular price lines. And... the same top quality covers you always get from Gem! Ask your Gem representative to show you the sparkling new Gem line of ironing table cover sets!

Gem and good housekeeping go together!

Gem

The Trusted Name In Household Products Since 1917
P. O. BOX 18258, MEMPHIS 18, TENNESSEE



Great Western's 2-Day Show Hits Record \$½ Million

LOS ANGELES. — Great Western Hardware, dealer-owned hardware wholesaler here, reported it generated record sales of \$500,000 during a two-day "merchandise roundup" last week-end.

This sales level is about double that of a similar show for dealers a year ago, said Arnold E. Poole, Great Western president. Mr. Poole was quoted in these columns Monday as projecting sales of \$300,000 for the event.

Salesmen in virtually all 141 exhibit booths wrote "sizable business," Mr. Poole reported. About 180 of Great Western's membership list of 239 stores attended the annual event, he said. Over 700 persons were served Sunday lunch at the firm's suburban Santa Fe Springs warehouse, he added.

Towle Transfers Edward Catlett

NEWBURYPORT, Mass. — Edward T. Catlett, Jr., has been appointed assistant sales manager of the Towle Silversmiths, here.

He succeeds John Weatherby, who is now in charge of the New York office.

Mr. Catlett joined Towle in 1958 and was a sales representative in the San Francisco area.

Stratton in New Griswold Post

CINCINNATI. — Robert Stratton has been named to the new post of sales manager of the Griswold Manufacturing Co., a division of the Randall Co.

Randall is affiliated with Textron Inc.

Previously Mr. Stratton was assistant to the vice-president, marketing, with headquarters in Sidney, O. No replacement will be named for that post, it was said.

Randall's housewares division has added Karl Schwabe to its research and product development department, established this summer. Mr. Schwabe previously was with Hamilton Cosco Inc., Columbus, Ind.

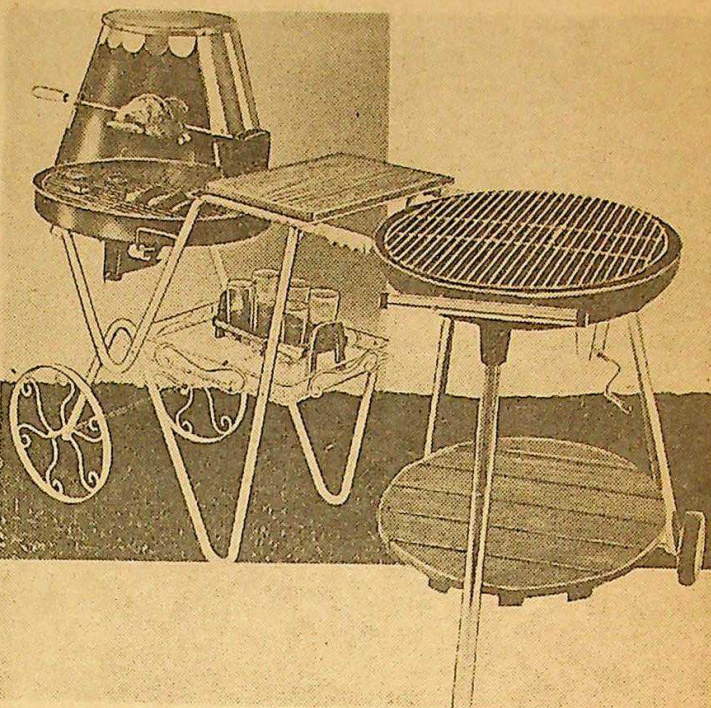
Attachment Cites China Box Owners

NORWALK, Conn. — A \$17,000 attachment has been filed with the town clerk against property owned by Edwin J. and Gloria J. Williams, proprietors of China Box, gift store on Putnam Avenue, Greenwich, Conn. They live at 8 Split Rock Road, here.

Fairfield County Trust Co. filed the action, charging non-payment of parts of notes for \$9,500, \$5,000 and \$3,929.

Housewares — Hardware Electric Housewares

Straightline Shows Tea Cart - Braziers



Three cart-braziers, including this middle-priced unit at under-\$40 retail, and a 24-inch brazier with a cast-iron bowl highlight

the 1965 barbecue line from Straightline Products, Inc., New York.

NEW YORK. — Straightline Products, Inc., new firm set up by former Kampak executives, has fashioned three models in its first barbecue line around French garden carts.

Priced at under \$20, \$40 and \$60 retail, the combination garden cart-braziers will be shown at the

meter is available for the unit for baking and smoking. With the dome, the unit will retail for under \$50.

The smoker wagons feature "see-all" glass windows, side openings and shelves for storing supplies.

The smokers are built along

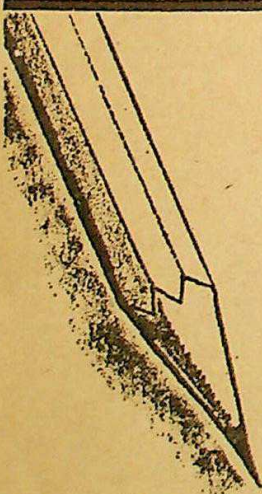
WHAT'S MISSING?



NOTHING! ...except high prices

Only Lady Seymour® Multi-Hite® ironing tables have ALL the features women want at prices much lower than comparable tables of other makes. Why not let these low prices help you beat all competition... in any type of sale... or for steady everyday promotion. Phone, write or wire for full details.

SEYMOUR HOUSEWARES DIVISION
SEYMOUR TOOL & ENGINEERING CO., INC., SEYMOUR, IND.



for all the
**HOME
FURNISHINGS
NEWS**
every day —

mail this form today!

HOME FURNISHINGS DAILY, 7 E. 12 St., New York, N.Y. 10003

Enter my subscription for 1 year (254 issues) at \$9

☐ Payment enclosed ☐ Send bill

Name _____

Position _____

Address ☐ Home _____

☐ Business _____

City _____ State _____

☐ Dept. Store ☐ Retailer of _____

(Specify)

☐ Other _____

and a series of three small braziers ranging from under \$2 to under \$6 round out the line.

The line was designed by Ralph Olswang, a principal in Straightline. Nat Wolf, former president of Kamkap, is president of Straightline, whose headquarters are located at 230 Fifth Avenue and plant at Cornwells Heights, Pa.

The high-end garden cart-brazier, the Deauville, is built around a rectangular cart in white and chrome with a peppermint-striped, arched roof. It features a 30x18-inch fire box, motorized spit, extra warming-cooking shelf under the slanted roof and a lower condiment shelf beneath the fire box. A cutting board is located on the push handles.

The under-\$40 cart-brazier (shown) features a 24-inch motorized brazier with a high-dome hood which stands 17 inches over the brazier and has a top 13 inches in diameter.

The tea-cart-design unit also features a cutting board and serving condiment shelf.

The Carousel brazier is essentially similar to the brazier unit of the cart-brazier, with tripod legs instead of the cart.

A smaller cart brazier without motorized spit and hood rounds out the cart-brazier line.

The cast-iron brazier (also shown) features heavy-duty chrome-plated wheels and a redwood, circular condiment shelf below the brazier. The bowl carries a life-time guarantee and is said to do a full-day's cooking on one firing of charcoal.

An aluminum dome with ther-

Simplicity Sales, Net Hit New Highs

PORT WASHINGTON, Wis. — Simplicity Manufacturing Co. shows record profits and sales for the year ended Aug. 31, with gains of 7.5 per cent and 16.2 per cent, respectively.

Net profits were \$1,282,440, or \$2.27 per share, compared with \$1,192,867, or \$2.10 per share, for the prior year.

Sales were \$16,929,229, against \$14,574,819 for the 1963 year.

Straightline

NEW YORK. — Edward Goodman has joined Straightline Products Inc. here as assistant to the president.

Mr. Goodman, like Nat Wolf, president, and Ralph Olswang, principal, formerly was associated with Kamkap.

Mr. Goodman will assist Messrs. Wolf and Olswang in sales activities.

King-Seeley Has Record Year; 100% Stock Dividend Set

ANN ARBOR, Mich. — King-Seeley Thermos Co. reported record earnings and sales for its fiscal year ended July 31, and disclosed plans for the declaration of a 100 per cent stock distribution.

Net profit in the year increased 18 per cent to \$7,473,000 or \$4.46 a share. This compares with \$6,328,162 or \$3.80 a share, including a net capital gain of \$298,466 for the prior fiscal year.

Sales rose 5.6 per cent to \$88,267,000, from \$83,595,000.

The company said stockholders at the annual meeting Nov. 12 will be asked to vote on an increase in authorized shares to 5 million from 2 million. If the proposal is approved, directors have indicated their intent to vote a 100 per cent stock dividend, and to vote a 25-cent quarterly dividend at the next board meeting on the increased shares. The regular quarterly dividend of 40 cents on the current shares was declared, payable Oct. 15 to stock of record Oct. 2.

A. N. Gustine, president, said the proposal to increase the authorized shares was made to "broaden the market for the stock and stimulate a more widespread ownership which would create further interest in the company's products."

cup
after cup after cup
of coffee or tea

new

MELMAC®

cups

remain

stain-resistant

Now Cyanamid research brings you a new sales plus in Melmac quality melamine dinnerware: new, stain-resistant Melmac cups. Actual tests corresponding to years of use have demonstrated that these new cups remain glossy white after routine cleaning with household detergents. Now — add stain-resistance to beauty and break-resistance. That's the formula for record-breaking sales in Melmac dinnerware.

CYANAMID

American Cyanamid Company
Plastics & Resins Division
Wallingford, Connecticut

Display Magnets for Fall Sales

By MARY MERRIS

NEW YORK.—The job of selling appliances doesn't necessarily begin with the salesman on the floor. For the consumer who is approachable but not presold, it can start with an effective display.

Utility display people generally believe that emphasis on one item at a time is more effective from the standpoint that it is less confusing to the onlooker. But the main point of a display is to draw traffic and to create an idea that conceivably could be translated into buying action.

For the dealer interested in having professional help, according to some utility display people, the cost per month would average around \$75 to \$100 for one to two windows. For the do-it-yourself dealer, the following ideas could be developed with little expense for a fall selling:

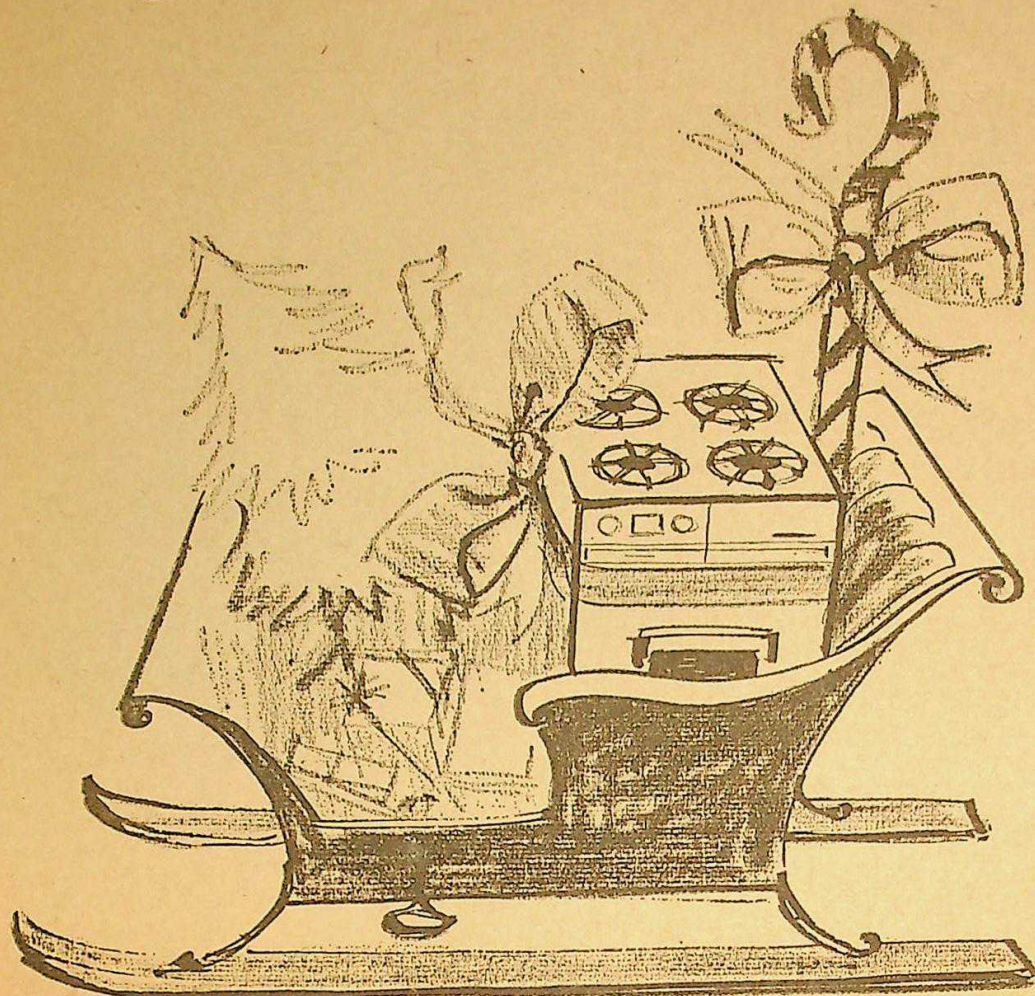
- Blow up old-time photographs (almost any attic has a trunkful) and hang at different levels in a window with the theme "Don't be old-fashioned; wash dishes the modern way" or "wash clothes the modern way," depending on which modern appliance is being pushed.

- Hand a clothesline with clothes like a swag across the window, and center a dryer underneath to carry out an "end to clothesline drudgery" theme.

- Use an "oceans of hot water" slogan designed to promote hot water heaters and suspend or set up nearby an aquarium of live fish as the traffic stopper.

- Alongside a freezer, unroll an oversize "parchment" scroll listing menus that can be cooked completely from food stored in the given freezer. (Theme: "A month of menus in your freezer.")

- Corny but certainly eye-catching.



background that could be the hook upon which to hang many a display is a "kitchen wall." Buy two

to complete the simulated kitchen atmosphere.

For Christmas, some display people feel that the "soft sell" approach

pliance in it. Surround it with imitation snow; use an oversize Christmas card for copy message that this is a family gift idea.

le watch icemakers at work via cut-out windows.

- Not expensive and a display

(Dutch tile pattern would be decidedly reminiscent of the kitchen) and the cutout window curtained

pacious old-fashioned one (borrow from local antique dealer and credit him in window) and place an ap-

gifts. Sometimes all that's needed is a display that brings this point home.

Free Food Forceful Sales Draw

ST. PETERSBURG, Fla.—A new trend in this area whereby free food is offered with the purchase of an appliance is building store traffic and increasing sales.

Ward's, to spark its fall appliance sale, is giving a free turkey with the sale of freezers, refrigerator-freezer combinations, automatic dish washers, electric ranges, a TV or stereo purchase over \$100.

A four-page newspaper ad announcing the sale also contained coupons for food items. These included a dozen eggs, 12 cents, in furniture or floor coverings departments; Canada Dry fruit drinks, 9 cents, in garden shop.

The appliance department offered free coffee, cookies and cold drinks. Piggy banks, balloons and Signature detergent were given away in the appliance department.

Sears, Roebuck recently gave away 200 food items including steaks, roasts and other meats, frozen vegetables, prepared foods and breads, with the sale of a 15-cubic-foot upright or chest style freezer, \$238.

Muntz TV completed a month long campaign in which a free 10-pound ham was given to prospects who agreed to have a home demonstration of a TV receiver or stereo. The promotion paid off, with many units sold, particularly combos, store management reported. At the time of the demonstration, Muntz gave a certificate for the ham which could be picked up at a Winn-Dixie or Kwik-Chek.

sales results, with customers expressing approval of the food tie-in idea.

Uneven Business Troubles Manufacturers in Italy

MILAN BUREAU
Fairchild News Service®

MILAN, Italy. — Uneven sales in both domestic and foreign markets are worrying Italy's major appliances industry, according to Piero Anfossi, president, National Electrotechnical Industries Association, here.

A survey made in preparation of the 30th edition of major appliances and radio-TV shows, held this week, indicated an output capacity far above present national

demand with export growth slowing down slightly.

In 12 years, the industry has ranged from nearly insignificant size to 120 firms, 30,000 workers and annual sales equivalent to \$320 million for 1963. In that year, exports were \$77 million, 25 per cent of production.

The Government's efforts to control inflation and consumption discouraged instalment credit sales but could not stop the increasing labor costs. Heavy dismissals of workers and the critical situation of some companies have been frequently disclosed in the past few months, Mr. Anfossi said.

To maintain the flow of shipments to domestic and foreign retailers, manufacturers had to switch more and more to less expensive, easily operated models, suitable for the low and medium budget families in Europe or the new Asian and African countries.

ACCORDING TO DATA released by the association, the Italian market and the under-developed countries have been only superficially scratched by Western manufacturers.

Italy, for instance, does not reach the European level for refrigerator sales; only 15 out of 100 families have a washing machine and 35 out of 100 have a gas or electric stove with an oven.

For 1965, therefore, refrigerators will be smaller though have larger freezers. Prices are rated as lower than elsewhere in Europe (average is \$0.64 to \$0.80 per liter capacity).

In addition to Common Market countries, refrigerators of small size are shipped to the United States, made by Rex, Ignis and Indes.

Automatic washing machines are the second booming production in

this field. Retail prices here range from \$140 to \$200 while similar American and German machines average over \$400, also at retail.

The 1964 edition of the Major Appliances show also marked the first massive offer of dishwashers, \$260 up to \$400 at retail. Here again the United States and German producers could not easily compete.

"We are able to deliver dishwashers technically summarizing the best of current foreign production at lower prices," Mario Latis, an executive of Fabbriche Elettrotecniche Riunite of Milan, told Fairchild News Service®. This firm sells Zerowatt brand name dishwashers at \$285 retail.

An expanding market despite the current tight financial situation, is registered in air conditioners, broilers, mixers, grinders, etc., offered in a large number of designs, colors and prices.

Japan Ships 5,611 Refrigerators to U.S. in 6 Mos

JAPAN BUREAU

TOKYO. — There were shipments of 5,611 refrigerators to the United States during the first six months of this year as compared to 896 units during the corresponding period of last year.

There was no shipment of other major appliance items during the six-month period while there were shipments of 101 washing machines, and 2,134 vacuum cleaners during the like 1963 period.

These figures were compiled by Fairchild News Service® from reports of the Finance Ministry.

Gas Appliance Mfrs. Expanding Dealer Setups

CORONADO, Calif. — Appliance manufacturers are expanding dealer organizations, but opinions on the strength of various types of retailers and the prospects for new independents vary greatly.

According to representatives of Magic Chef, Brown Stove Works, Inc., both of Cleveland, Tenn., and Dearborn Stove Co., Dallas, Tex., the current year has been good for both sales and expansion of dealers.

The manufacturers were interviewed here at the 17th Pacific Coast Gas Association convention.

According to H. George Driemeyer, western regional manager of Magic Chef, new stores attempting to crack the 11-State Western market nearly always need a discounting approach.

"Yet in the Dallas market," noted R. H. Norris, president of Dearborn, "the small service-minded store is growing stronger and the discount units are having the rough time."

While Magic Chef has found less of its sales created by the furniture units, Brown has found these stores — because of the low-ticket approach — the ideal market.

Magic Chef has had its increases of the past year largely from the discount department stores, such as White Front, and from established department stores that have expanded to more units and are taking a more aggressive attitude toward major appliances — such as May Co., Mr. Driemeyer noted.

Dryer Push Pulls At East Ohio Gas

CLEVELAND. — The East Ohio Gas Co. is reporting good results from its dryer range and incinerator campaign being staged here.

Kick-off full-page ad for the event stressed the guaranteed satisfaction from gas products and 30-day trial available at all dealers.

The 12-week, \$350,000 effort includes all types of advertising media. Besides newspapers, outdoor posters, radio and television commercials will also be used featuring Michele Burke in all.

The impact is said to involve 320 million impressions hitting every person in this area 100 times.

Edison Institute Plans \$3 Million 1965 Promotion

NEW YORK. — The Live Better Electrically advertising program of the Edison Electric Institute for 1965 will spend about three and a quarter million dollars in consumer and business media to promote electric home heating and appliances.

The program is expected to reach 41 million households in 1965, and that nine out of 10 households reached will have annual incomes above \$5,000, it was said at a press luncheon here.

On a basis of motivating 1 per cent of the 41 million families, the EEI estimates that 400,000 sales each in electric ranges, dryers and water heaters will be made next year.

The ad program will begin after January 1, 1965.

Bath, Floor Products Star in Baltimore Autumn Promotions

BALTIMORE. — Bath goods and floor care products stand out in sharp relief in the first batch of fall housewares promotions by department and mail order stores here, which are generally producing strong results.

Buyers and managers say fall business prospects appear excellent, adding that the scope of promotions will equal or better those of a year ago.

Several stores noted that business had been steady up until Labor Day, with a sharp dropoff afterward. Other stores, however, said activity was unbroken.

Hochschild, Kohn & Co.'s 20-page tabloid launched last week produced "excellent" results, a spokesman stating that the all-important first day after the promotion was "much better" than a year ago.

Of the several demonstrations

Jordan Gets Good Response

BOSTON. — Jordan Marsh Co.'s current housewares promotion is having excellent response with cookware leading in the lively activity.

An eight-page black-and-white supplement was used for this particular annual event, which will continue through September. Color photo sections are used for special promotions in October and preceding Mother's Day.

Teflon coated cookware is a big drawing card in the current promotion. Best sellers noted include a West Bend 11-piece set for \$19.95, regularly \$24.95. The set, including one-quart, two-quart, and three-quart saucepans with covers, five-quart covered Dutch oven, 10-inch fry pan, nylon spatula and spoon; a Wear-Ever 10½-inch fry pan for \$3.99, regularly \$5.95; a Mirro three-piece griddle set, 10-inch Teflon finished griddle with two-cup mixer and 9½-inch nylon spatula for \$4.99.

Club Aluminum Hammercraft waterless cookware is also active, at savings of 25 per cent.

Other items noted in fair-to-good demand: Quaker queen size Newport four-piece tray table sets for \$9.98; four-piece king size tray table sets from Cal-Dak, Golden Marble for \$6.99, Homespun for \$12.95; and Rubbermaid specials, 20 per cent to 33-1/3 per cent off.

ties to the event, greatest activity was noted on contact products. The demo, conducted by Miss Bert Winkler, New York, in the downtown store, "drew a tremendous amount of interest," the spokesman said.

Hutzler Bros. on Sunday themed a 24-page imaginative supplement around "the Adventures of Hattie Homemaker in Hutzler's Housewares," lifting a page out of the heroine-villain epics of silent movie days. A sketch of a girl (Hattie) and catchy phrases were used on every page.

Stewart & Co. in a 10-page standard size supplement, used the theme, "Happy is the Home Filled With Helpers from Stewart's famous Housewares."

A wide range of housewares and electric housewares is covered by current department store promotions, but major emphasis appears to have settled on bath shops and floor care products.

Hochschild's ran two pages on each category, spotlighting Shetland and Lewyt, Bissell and O-Cedar. A Lewyt vacuum cleaner with automatic cord rewind and seven-piece attachment set was advertised at \$39.95, "first time at this low price," the copy said.

Pearlwick's Early American bath ensemble, Jackson shower curtains, Detecto Tapestry vinyl bath ensemble, Lincoln Beautyware, Wolff Vani-Chests, Shelfmaker space-saver poles and other items keyed the bath presentation at Hochschild's.

Hutzler's advertised Big Boy Pole and cabinet units, Lacey Ledge bath accessories, a new Handy-Andy steel-tubed towel valet at \$14.95, Pearlwick hampers, Decro-Tile panels and other products in a two-page bath presentation. "Hattie's Bath was Distressingly Drab ... Till Hutzler's Housewares Took a Hand," ran the catch phrase.

Electric slicing knives, hair dryers, and a variety of other electrics are receiving strong promotional play by stores. Generally, electrics have been selling well, stores said.

Sears, Roebuck used a full-page ad last week to advertise its variable steam control steam-spray dry iron at \$13.88. "First Time Reduced," the mail order concern said. The previous price was \$17.75. An illustration of the iron took up half the page and numerous features were singled out.

August Sales Increase 1%, NWAHA Notes

PHILADELPHIA. — August sales increased 1 per cent over the same month a year ago for members of the National Wholesale Hardware Association.

At the same time, the Association reported that sales for the first eight months of 1964 averaged 5 per cent better than those of a year ago.

The New England and North Middle Atlantic region scored an 8 per cent gain in sales during August, but this was offset by a 6 per cent decline in the Rocky Mountain area.

Fast Central (West Virginia, Kentucky, Ohio, Indiana and Lower Peninsula of Michigan) reported a 2 per cent increase. South Atlantic and Gulf and Southwestern areas reported 1 per cent increases, while Missouri Valley sales were even with a year ago.

West Central and Pacific Coast areas reported 1 per cent declines.

For eight months, sales were up 11 per cent in New England and the Middle Atlantic region; East Central was up 6 per cent; South Atlantic and Gulf, 5; Southwestern, and West Central, 3; Missouri River and Pacific Coast, 2. The Rocky Mountain region reported a 3 per cent decline.

Accounts receivables in August increased 2 per cent.

Bissell Sets Rental Plan; GE Ties In

GRAND RAPIDS. — Bissell, Inc., is offering a new rental rug cleaning program which gives consumers a chance to rent a new Bissell Triple-Action Shampoo Master or a General Electric polisher-shampooer.

The program will feature Bissell Rent and Save Rug Cleaning Centers, a display fixture which shows both the manual and electric units plus Bissell rug shampoo. It is being offered to retailers who normally sell Bissell home care products.

Bissell noted that retailers need only rent the Bissell Shampoo Master 15 times at 50 cents a day, or the G.E. unit 25 times at \$1 a day, to pay for them.

In addition, dealers will profit immediately from the sale of Bissell Rug Shampoo, it was said.

Bissell is introducing the program with dealer listing ads in newspapers in the top 89 markets the last week in September and the first week in October.

As part of the program, retailers will receive the self-service, rent-and-save display, window or wall banners, tie-in ad mats, instruction folders and rental registration cards, plus enough Bissell rug shampoo to initially stock the display unit.

Club Plans Sports Talk

BOSTON. — Cal Hubbard, chief umpire of the American League, will speak at the opening meeting of the Housewares Club of New England Monday.

Mr. Hubbard was an All-American football player in college, elected to the Football Hall of Fame. He was also a professional football and baseball player for many years.

Another sports feature of the meeting will be the film, "Deadline to Glory," dealing with professional football, and, most particularly, with the New York Giants.

The dinner meeting will be held at Valle's Steak House Newton, Mass.

Grehow's Named Sprayit Distributor

SHEBOYGAN, Wis. — The Sprayit Division of Thomas Industries, Inc. has appointed Grehow's, Lakewood its distributor for central and southern New Jersey.

Penn Fruit Color Ad Promotes A-H Cookware

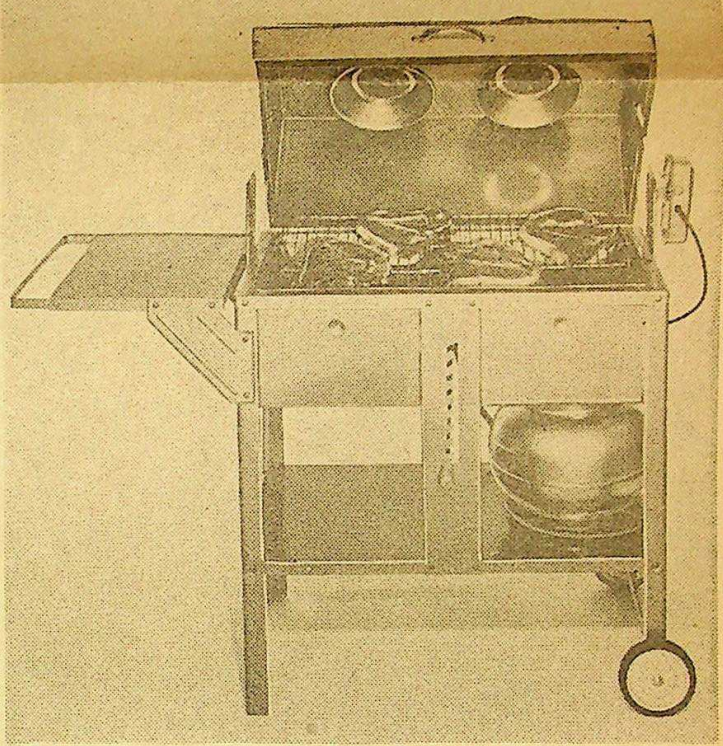
PHILADELPHIA. — Penn Fruit Co. used a full-page color ad in the weekend food pages to promote wheat-pattern glass-ceramic cookware by Anchor Hocking, "at half the price you'd pay for another famous brand of ceramic cookware."

The food chain offered five saucepans and skillets, all with covers, and each available with a \$5 purchase. Available now are 1-quart saucepan at \$1.95, a 9-inch skillet for \$2.95, and handles that fit all pieces at \$1.45 each.

Starting Sept. 30, three other pieces will be offered. They are a 1½-quart saucepan at \$2.25, a 2½-quart saucepan at \$3.45, and a 10½-inch skillet for \$4.45.

In addition to price, the ad stressed a layaway plan with a \$1 deposit, urging customers to build a complete set for a Christmas or wedding gift.

Infra-Red Barbecuing



CLEVELAND. — Paulin Infra-Red Products Co., 2536 St. Clair Avenue here, is introducing a propane gas-fired barbecue wagon which uses infra-red heating for cooking.

When not used as a broiler-rotisserie, indoor or outdoor, the unit doubles as a heater, simply by raising the hood. Heat output is 10,000 BTU's per hour from two heating units.

The smoker-wagon converts propane gas into infra-heat which can be regulated from 25 to 500 degrees F.

The unit includes rotisserie, motorized spit and two infra-red units connected to a 10-pound propane cylinder. It will retail for under \$95.

Japanese Group May Talk About Flatware Quota

TOKYO BUREAU

TOKYO. — A nine-member delegation from the Japanese flatware industry left here for two-week visit to United States and Canada.

The mission will visit Washington, New York, Ottawa and Meriden, Conn. The visit to Washington is believed to be tied in with efforts by the Japanese industry to lift, or at least to ease, the existing tariff quota system.

Spokesmen for the Japanese industry have frequently claimed there is no basis for the tariff quota system in view of the steady rise in both consumption and production of flatware in the United States.

Hold Services For Phil Rich

HOUSTON. — Funeral services were held here Thursday for Phil Rich, 73, chairman of the board of Rich Fan Manufacturing Co., here, following his death in a Houston hospital Tuesday.

A native of Russia, Mr. Rich founded the consumer and industrial fan manufacturing firm in the depression years of the 1930s.

Mr. Rich was an active civic leader here, noted for his philanthropies.

Survivors include his wife, Mrs. Bertha Krakower Rich, and two sons, Hershel M., Marvin A. V.

Howard Remains True Temper V-P

CLEVELAND. — Jack H. Howard remains vice-president and director of marketing for the True Temper Corp., here, and has not resigned as erroneously stated in these columns this week.

Edward T. McGlynn, who was named vice-president and manager of hardware and fishing tackle division this week, as noted, succeeds Harold A. Stevens, who has resigned.

Court News

3 Ex-Spaulling Industries Officers Hit Charges in Suit

CHICAGO. — Three former officers of the bankrupt Spaulding Industries, Inc., here, have denied the charges in a Federal Court suit seeking an accounting of \$741,029 worth of the firm's assets.

The three are Ben B. Greber, Jules Nelson and Abraham Goldman. They were defendants in the suit filed by Nathan Yorke, trustee for Spaulding. The complaint was later amended to include Harry Wohl as the firm's first president and majority stockholder.

Mr. Yorke charges the four men caused transfers and distributions of \$538,500 cash and \$202,529 worth of inventory for their personal advantage in the year prior to Dec. 27, 1961, when an involuntary bankruptcy petition was filed.

Mr. Goldman alleged former president, denies the charge there that was an agreement with Mr. Wohl and his family regarding the transfer of Spaulding to Son-Mark Industries, Inc., a holding company. He also denies he controls Son-Mark.

Mr. Greber and Mr. Nelson, as officers and directors, deny they permitted the Spaulding inventory to be distributed to Mr. Wohl and claim they had recovered the in-

Bankruptcy Rule Against American Chemical Stayed

MIAMI. — Referee J. B. Booher, here, set aside his bankruptcy adjudication of American Chemical Corp., manufacturer of household chemicals, 5646 Northwest 35th Court, pending further proceedings.

The firm has denied the charges of the involuntary bankruptcy petition filed against it and had asked to have it dismissed.

Klein, Tannenbaum & McGovern, here, appears for American Chemical.

Morris Hardware Creditors to Meet

DETROIT. — The first meeting of creditors of Morris Hardware, Inc., 10-store hard goods chain which recently filed a Chapter XI petition, is set for Oct. 2 in Federal Court.

The firm is based at 14131 Fenkell, here.

Inventory from him for Spaulding's benefit.

Mr. Wohl has not yet filed an answer. The original defendants have also asked for dismissal. Spaulding made plastic dinnerware and other items.

MAGI-KARPIT

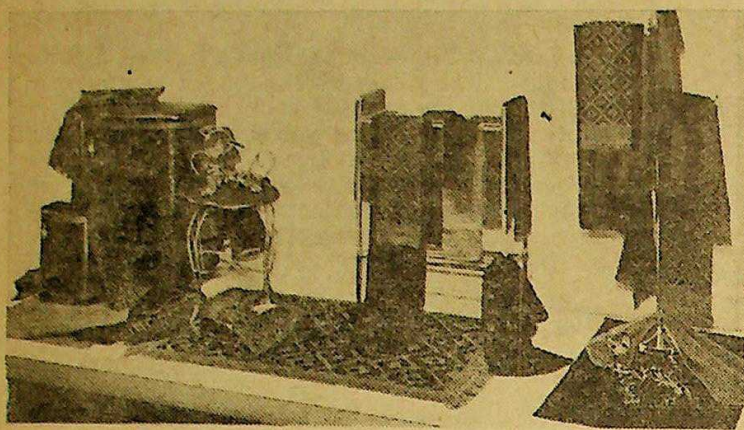
Reversible Magi-Karpit. Tough, clear vinyl top containing gold dust, cushiony foamed vinyl corrugated bottom. In 27" runner and scatter rugs.

CROWN RUBBER CO.
FREMONT, OHIO

The Bath Shop

Housewares

Loveman Drive Storewide



Bath shop promotion crosses department lines at Loveman's Birmingham. Frequently changed vignettes including merchandise from both housewares and linen sections are spotted at strategic locations on each floor in the store to call attention to the bath shop. A recent eyecatcher designed by interior display manager Virginia Salvagio featured Aztec towels and bath mats along with matching Délecto ensembles.

Taylor Builds Sales By Boldly Traveling On Distant Ad Paths

By JOE RADOFF
Fairchild News Service®

CHULA VISTA, Calif. — When Bill Taylor opened Taylor's Bedding & Bath Shop here slightly more than a year ago, he forgot to ask the rules of the game. So he made up his own including:

- Some 80 per cent of first year profits devoted to advertising.
- A firm refusal to branch into other rooms (kitchens particularly) or handle any accessories available in dime stores and supermarkets.
- A willingness to cooperate and exchange merchandise with any furniture store.

And while he declined to detail volume, Mr. Taylor is already talking about a second store in some other San Diego suburb.

The shop, which carries mattresses, bedding linen, towels and rugs, was a clear-cut "rule breaker" from the start. It is located on Chula Vista's main business street, despite the fact that shopping center pressures had created many vacancies.

"Basically we felt downtown was solid and at the same time stores which had moved to shopping center sites said they were being crippled by overhead," he said.

"In order to make a name for ourselves and draw traffic above the location potential, we pushed advertising in both the local paper and the television supplement of the metropolitan newspaper each week," he added. During the year downtown Chula Vista rebounded slightly, while the store developed its own clientele from as far as 35 miles away.

"Still," he noted, "the concept of a small suburban store using the metropolitan news media leads most other retailers to think we are crazy."

At present, Taylor's is trimming advertising back to where it will figure to 3 per cent of volume.

The store still plans to use the metropolitan papers—probably once a month.

Through the first year of business, the linens and domestics end has carried most of the weight with mattress and headboard sales off. "Still," he explained, "I don't plan on dropping down to the \$39.95 rat-race."

Stock starts with a \$69 set for children under 12 and a \$79 set for youths under 16. From there it jumps into the better units—all under major producer labels.

"Since we are able to get two to three day delivery on any set, we plan on cutting down the number we stock—51 at present—and depend on the warehouses in Los Angeles and other furniture stores," he said.

From friendships developed over 13 years with Benbough Furniture Co. and in trade associations, Mr. Taylor has developed business relationships that lend themselves to merchandise interchange. He will provide decorator spreads, bedding units, or anything he has to other stores on a loan basis or cost plus 15 per cent and freight.

Paul Associates'

New Showroom

Open in New York

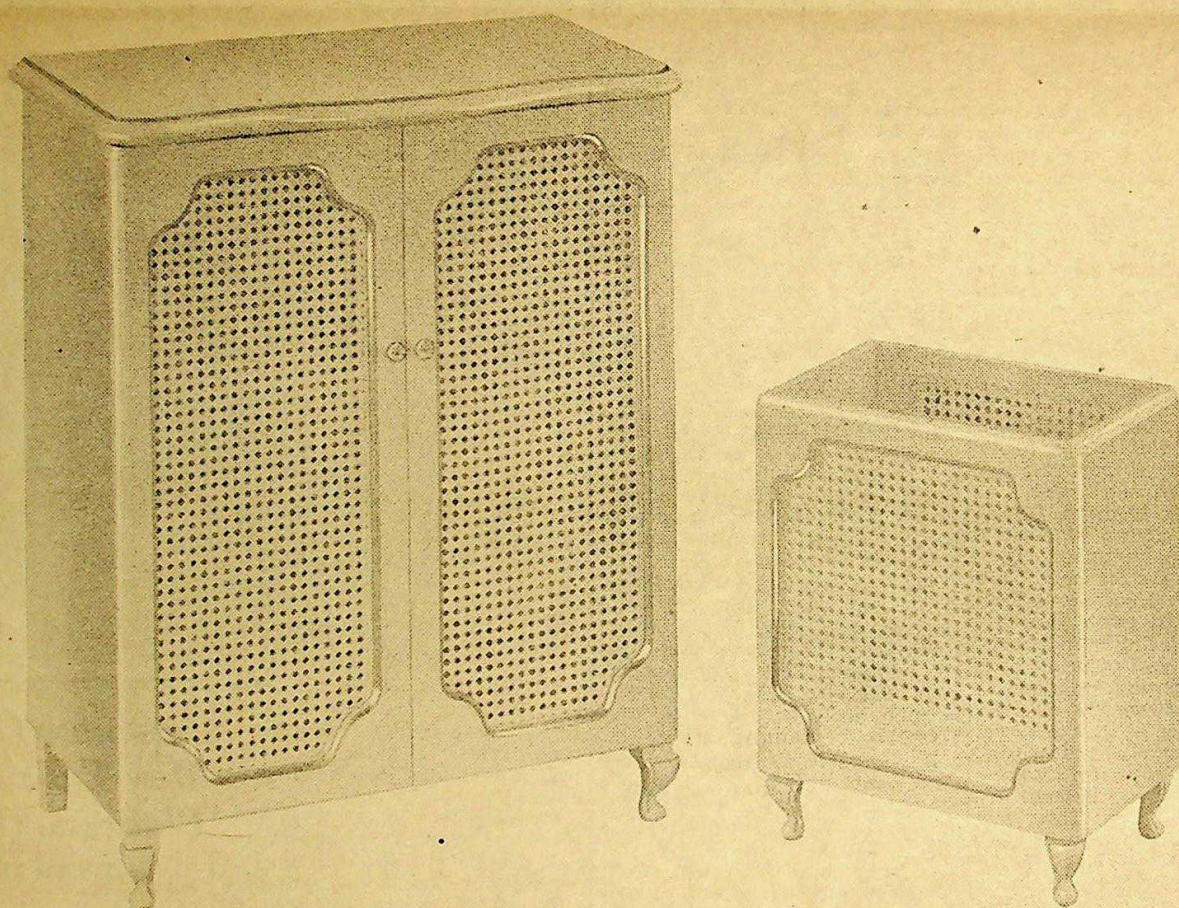
NEW YORK. — Paul Associates, Inc. has opened a new showroom here for its line of coordinated bathroom fixtures and accessories and decorative builders hardware.

The retail-decorator showroom is located at 155 East 55th Street. There Paul Associates exhibits its bath fixtures and accessories in a series of vignette settings. Several vignettes also are devoted to closet accessories.

Decorative hardware items, which range in retail from \$1 to \$250, are shown on wall panels in the foyer.

Stanley Paul, who founded the firm in 1958 with his brother Gerald, explained that bath accessories now account for the bulk of the firm's business. At one time the firm specialized in decorative hardware.

Much of the bath accessory business, he added, is done in cooperation with decorators.



This One's New...and Cheaper

This NEW French Provincial hamper you can sell at only \$39.95 and make a bundle.

Borg developed the Provincial idea months back. A great idea, to make a hamper fine furniture, appropriate for use anywhere in the home—not just the bath. But it cost plenty to make. Cane from Hong Kong to inspect and insert precisely, etc. The price had to go up. So today, these hampers are \$55 and \$60 retail... still selling well, but mostly to carriage-trade.

So now, we've developed a lower-cost French Provincial. Basically, the same hamper, except

the Chinese cane is cane-style plastic. Same fine furniture, same design and finish, same quality. Some people like it even more than the original. (Incidentally, it benefits from what we learned correcting original "bugs" in the \$60 model.) So you sell it for as little as \$39.95 (or more)—the matching basket, at only \$17.95 (or more).

Choice of Oyster White or Antique finish, matching our French Provincial toilet seat (and other Provincial accessories coming).

So go ahead, make a killing. But order early. Borg-Erickson, Chicago

BORG / *Vogue*

Department Stores
for the most
COMPLETE!
ONE SOURCE!
Cleaning Line

SEE

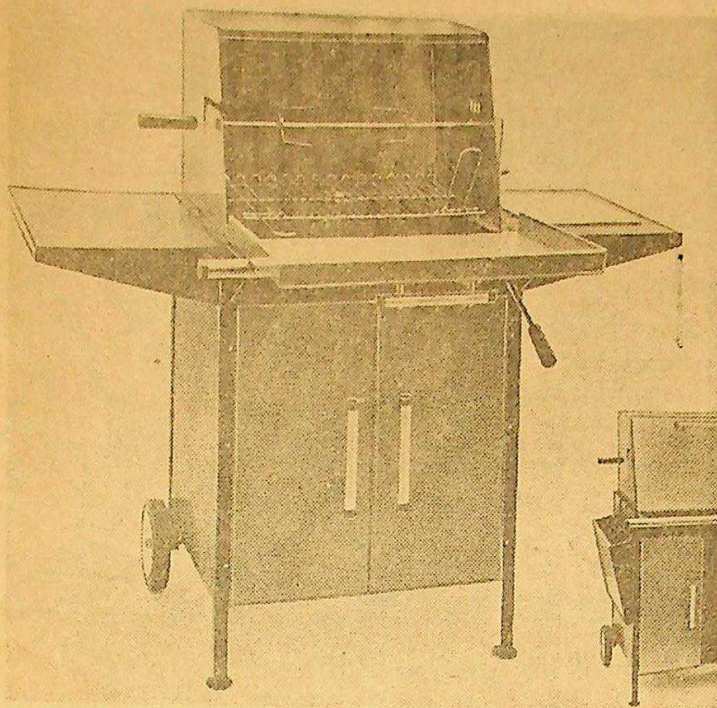


at the
**CHICAGO HOUSEWARES
SHOW**
BOOTH NO. 518-22
Quickie Manufacturing Corp.

Housewares—Hardware Electric Housewares

New for 1963 Outdoor Living

BIG DAD SMOKER DEBUTS



Steel Display Units, division of Conner Steel & Wire Co., New York, is showing its new Big Dad deluxe barbecue smoker. The charcoal gray and orange unit retails at \$32.50. It features folding side table wings, Formica cutting block, five-position grid adjustment, and front door which can be used as working area. The firm is also showing two new braziers, also in charcoal gray and orange, a 24-inch folding model at \$12.27 retail, and a 24-inch unit with hood.

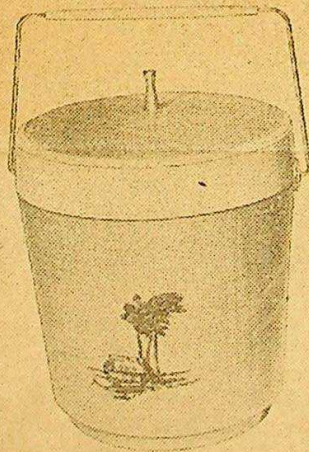
MOORE: Nylon Reinforced Hose

Moore Manufacturing Co., 18th and Potrero, San Francisco, is showing a 50-foot Du Pont nylon tire cord reinforced hose. Quilted

for extra strength, the hose comes in choice of white or green, and has a suggested list price of \$6.95. Product was test marketed in California in December and will be available to dealers Jan. 10.

N.F.C. ENGINEERING: Insulated Servers

N. F. C. Engineering Co., Anoka, Minn., will introduce two new design treatments of its insulated serving ware: (1) Sea Mist Green, two shades of greens, priced \$4.95 for a set of six 10-oz. tumblers and \$13.95 for the cup and server ensemble; and (2) "Island Holiday," with rattan insert, and Tahitian silk screen design. Prices range from \$7.95 for tumblers and cups in sets of six, to \$11.95 for the 64-oz. beverage server.



TAHITIAN HOLIDAY — N.F.C. Engineering Co., Inc., Anoka, Minn., is introducing its Tahitian Holiday line of Thermo-Serve insulated serving ware, with rattan inserts and colorful Tahitian silk-screen design. Ice bucket from the line has a capacity of four trays of ice cubes or 1-gallon liquid capacity. Retail price is about \$9.95.

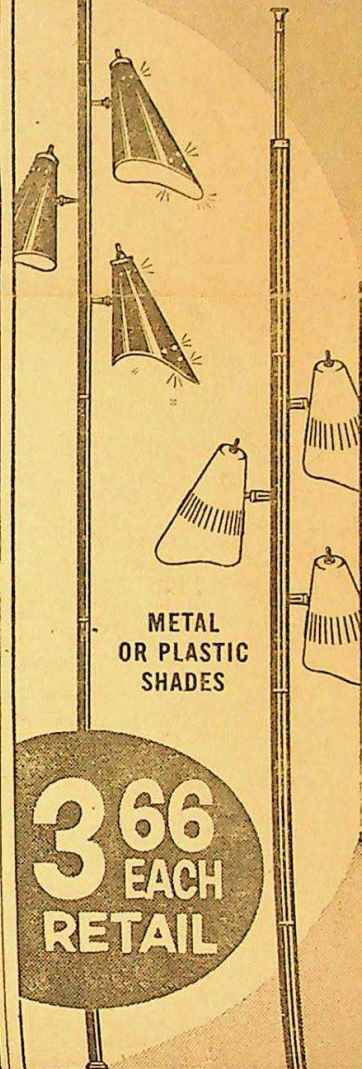
A-WIRE: Brass Cage Planters

A-Wire Corp., 2418 W. North Avenue, Chicago, offers an assortment of bird cage planters in \$10.95 to \$49.95 price range. The triple brass plated cages come as hanging, table or floor models with flower and bird decor.

TRAFFIC BUILDERS

by
Snyder
PHILADELPHIA

POLE LAMPS



METAL
OR PLASTIC
SHADES

**366
EACH
RETAIL**

**SNYDER
MANUFACTURING CO.**
PHILADELPHIA 40, PA., U.S.A.

REPRESENTATIVES WANTED

ATTENTION — REPS — Territories available for aggressive, well-established representatives to sell nationally advertised strong, promotional WAX-O-MATIC line. Complete distributor and department store following. See Don Rubinfield, MASTER Mfg. Co., Booths 1534-1536, McCormick Place, or write 9200 Inman Avenue, Cleveland 5, Ohio.

NU-LITE...

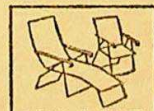
Always a
**JUMP
AHEAD**



This is where you get off.
I'm loading up with Nu-Lite
for the trip back.

Thanks for the ride, Hoppy.
I'm staying with Nu-Lite for
good.

IN ALUMINUM LEISURE FURNITURE



see us at
the SHOWS!

NU-LITE

PRODUCTS, INC., 160 Lafayette St., Jersey City 4, N. J.
Showroom: 212 Fifth Ave., New York 10, N. Y.

CHICAGO
Natl. Hswns. Exhibit
McCormick Place
BOOTH 3424

NEW YORK
N. Y. Furn. Mkt.
33rd St. Armory
ROOM 4

BUY LITTLE GIANT WATERFALL KITS

They Sell Themselves!

BOOTH #2964
McCORMICK PLACE

LITTLE GIANT CORPORATION
World's Largest Manufacturer of Underwater Pumps

NEW

first
showing

AT THE

**HOUSEWARES
SHOW**

New promotional numbers,
pantry wares and
serving accessories...
distinctive additions to glamorize
your houseware and giftware
selections. All new and
priced for profitable selling.

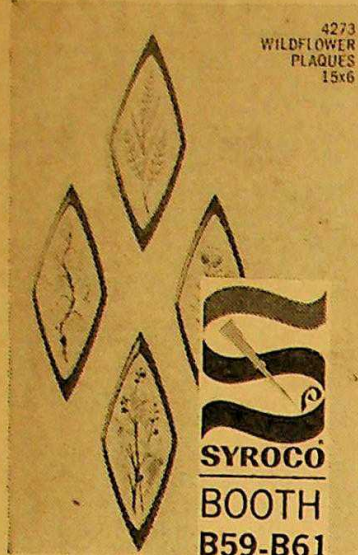
See them all-Booth 1471-3-57

Kromex

CLEVELAND 3, OHIO

MERCHANDISE GUIDE FOR THE HOUSEWARES SHOWS

4273
WILDFLOWER
PLAQUES
15x6



SYROCO
BOOTH
B59-B61

America's Foremost Manufacturer Of
Decorative Accessories Since 1890
SYROCO, INC. □ SYRACUSE 2, NEW YORK

FASCO FANS



See the NEW FASCO model 200
...this is a "best buy" you can't
afford to miss!

FASCO BOOTHS NO. 745-6-7
NATIONAL HOUSEWARES SHOW

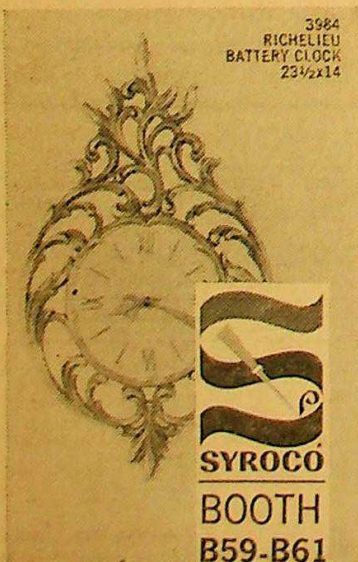
FASCO
FASCO INDUSTRIES, INC.
255 N. Union St., Rochester 2, N. Y.

Guy Hobbs, Inc.
BOOTHS 2022 & 2024
McCORMICK PLACE, CHICAGO



Come see our '63 line of TV Tables,
Phono Stands, Record Cabinets and
the remarkable Concert Series of
speakers.

3984
RICHELIEU
BATTERY CLOCK
23 1/2 x 14



SYROCO
BOOTH
B59-B61

America's Foremost Manufacturer Of
Decorative Accessories Since 1890
SYROCO, INC. □ SYRACUSE 2, NEW YORK

**PLASTIC
BOOT RACK**



Made of sturdy plastic in neutral
gray color. Keeps water and mud
off the floor tiles, rugs, etc. Sizes
available 17 1/4" x 30" at \$1.59
retail packed 3 doz. per shipper.
Also 12 1/2" x 37" and 12 1/2" x
27 1/2".

See us at Booth 3625 NHMA Show
and get our Show Special Discount.

Decor Plastics
Chapel & Clinton Sts.
Fayetteville, N. Y.

See Show Special



Sta-Put
NON-SKID SPRAY
for Rugs

**NOW IN BOOTH 2305
LOWER LEVEL**
CLING-SURFACE COMPANY
1048 Niagara St. Buffalo 13, N. Y.

**GRIDDLE KING GOES
COLORED TEFLON!**

Retail, colored Teflon
—\$5.95
Retail, natural aluminum
—\$4.69



Ten-in-One Griddle King now in three
most wanted Teflon colors—also famous
Bundt Pan, Griddle King, Jr., Corn
Stick Pan—all with Du Pont's Quality
Seal.

See three brand new Coppertone Molds
and the exciting All-Season Mold Sets
at Space A62-64, Right, Wing, McCor-
mick Place.

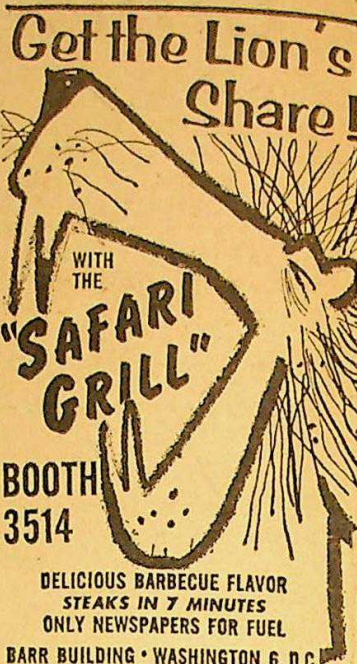
NORDIC WARE
NORTHLAND
ALUMINUM PRODUCTS, INC.
HIGHWAY 7 • MINNEAPOLIS 16, MINN.

TO REACH
HFD PERSONNEL
AT THE
HOUSEWARES SHOWS:

HFD'S EXHIBIT SPACE:
1655-57
McCORMICK PLACE
PHONE: 225-4275

**HFD'S PRESS ROOM
SPACE:**
214
McCORMICK PLACE
PHONE: 225-4276

Get the Lion's
Share!



WITH
THE
**"SAFARI
GRILL"**

**BOOTH
3514**

DELICIOUS BARBECUE FLAVOR
STEAKS IN 7 MINUTES
ONLY NEWSPAPERS FOR FUEL
BARR BUILDING • WASHINGTON 6, D.C.

don't
miss
the
HIGH PROFIT
line...

TEPPAZ

ROOM 884
MORRISON HOTEL
CHICAGO

Trouble Free
...Rolled Edge
...All Steel

PROMOTIONAL

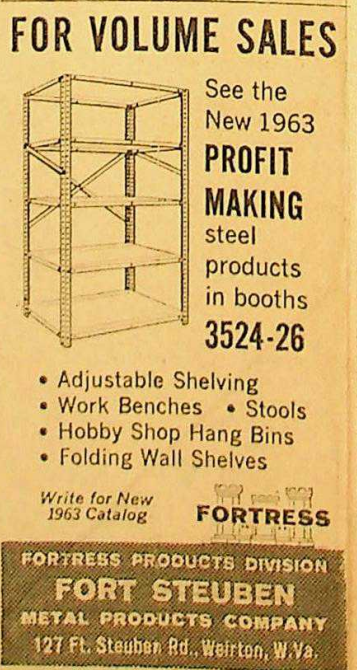


See it at...

SPACE
1580, 1582
1584

**TOLEDO
GUILD PRODUCTS**

FOR VOLUME SALES



See the
New 1963
**PROFIT
MAKING**
steel
products
in booths
3524-26

- Adjustable Shelving
- Work Benches
- Stools
- Hobby Shop Hang Bins
- Folding Wall Shelves

Write for New
1963 Catalog

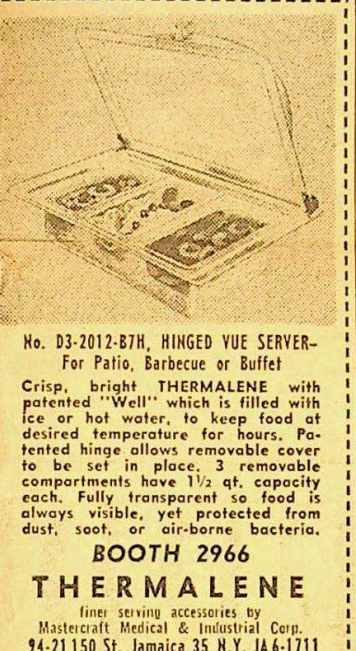
FORTRESS
FORTRESS PRODUCTS DIVISION
FORT STEUBEN
METAL PRODUCTS COMPANY
127 Ft. Steuben Rd., Weirton, W. Va.

NEW CONCEPT
in Johnny Poles
**BATHROOM
SPACE SAVERS**
BOOTHS
3305-3309

See the newest, the finest
the assured best-sellers

**COMBINED
INDUSTRIES**
METAL FABRICATING DIVISION

33-01 Far Rockaway Blvd.
Far Rockaway 91, N. Y.



No. D3-2012-B7H, HINGED YUE SERVER—
For Patio, Barbecue or Buffet

Crisp, bright THERMALENE with
patented "Well" which is filled with
ice or hot water, to keep food at
desired temperature for hours. Patented
hinge allows removable cover to
be set in place. 3 removable
compartments have 1 1/2 qt. capacity
each. Fully transparent so food is
always visible, yet protected from
dust, soot, or air-borne bacteria.

BOOTH 2966
THERMALENE
finer serving accessories by
Mastercraft Medical & Industrial Corp.
94-21 150 St., Jamaica 35, N.Y. JA 6-1711

**COMPLETE
SALES
UNIT**
for the
"Do It
Yourself"
Market



High pressure
decorative laminate
and contact adhesive display unit.

See us at NHMA Housewares Show
McCormick Place. Space 2962
January 14th to 18th.

REISS ASSOCIATES, INC.
REISS AVENUE, LOWELL, MASSACHUSETTS

The New **CRYSTALAB**
Line of **PROFIT BUILDERS**
is at NHMA Booth 2956



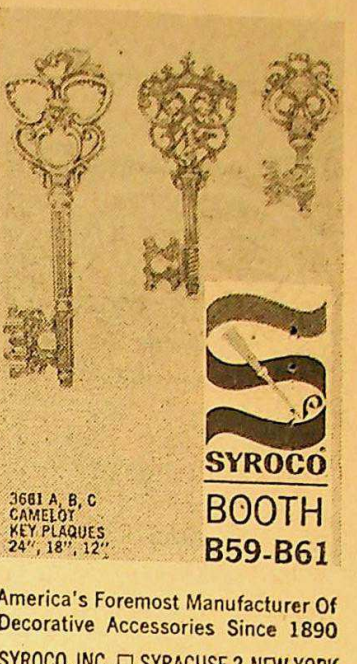
Crystal-Aire
ODOR
ABSORBER

deem
HANDY WATER
DEMINERALIZER

SCALE RID
ALL PURPOSE
SCALE REMOVER

CRYSTALAB
PRACTICAL PRODUCTS OF SCIENTIFIC RESEARCH FROM
HARTFORD & CONNECTICUT U.S.A.

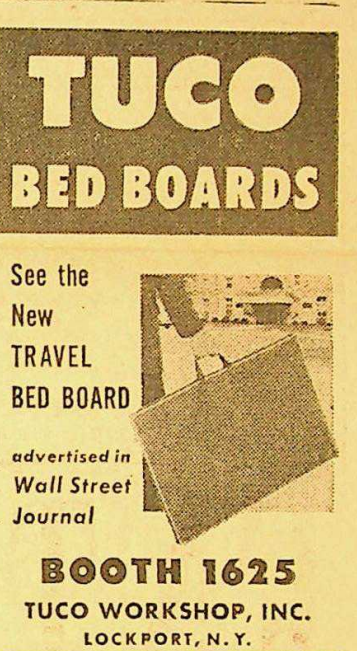
3681 A, B, C
CAMELOT
KEY PLAQUES
24", 18", 12"



SYROCO
BOOTH
B59-B61

**TUCO
BED BOARDS**

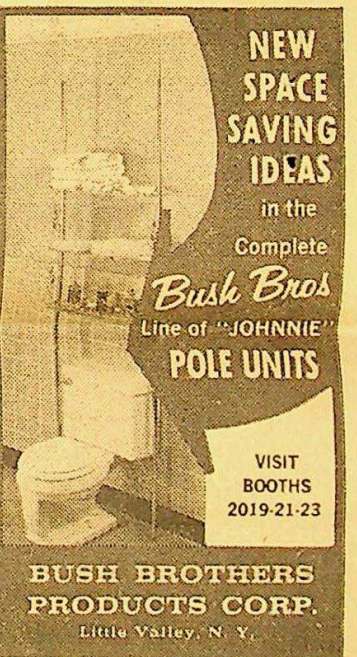
See the
New
TRAVEL
BED BOARD



advertised in
Wall Street
Journal

BOOTH 1625
TUCO WORKSHOP, INC.
LOCKPORT, N. Y.

**NEW
SPACE
SAVING
IDEAS**
in the
Complete
Bush Bros
Line of "JOHNNIE"
POLE UNITS



VISIT
BOOTHS
2019-21-23

**BUSH BROTHERS
PRODUCTS CORP.**
Little Valley, N. Y.

4010
WASHINGTON
MIRROR
29x18



SYROCO
BOOTH
B59-B61

America's Foremost Manufacturer Of
Decorative Accessories Since 1890
SYROCO, INC. □ SYRACUSE 2, NEW YORK

NEW DEALER SALES AIDS

ONEER: New Shelf Extenders

Co., Inc., 37-45 Grand Street, Brooklyn, N. Y., is introducing a Car Hook car and closet to retail at \$1 apiece. Individually blister-carded for hang-up display, hanger will hold up to 10 garments and a hat. When used in car, it is said not to interfere with use of back seat or doors or doors with rear vision. Can be used on any closet door as well.

Pioneer Decorating Co., Inc. Industrial Park, Ocala, Fla., is showing a new line of shelf extenders for the display of candy cake decorations. Designed for use in cake-mix sections of supermarkets, extenders are available in two sizes: 30 by 8 inch size holding 2½ dozen boxed cake decorations and retailing for \$11.15; and 20 by 8 inch size holding three dozen skin pack items and retailing at \$12.24. Each extender is prepacked and sleeved with six extenders to a case.

WALTHAM TOOL: New Packaging

Waltham Tool Manufacturing Co., 740 South Street, Waltham 54, Mass., is introducing new packaging to give its line a uniform look. The new "Protect-O-Pack" is constructed of heavy gauge clear vinyl with blue printed plastic backing and a metal grommet for hanging on pegboard. Package has a self-locking closure for re-use after the tool has been taken out. There are no price changes in the line.

EMCO: Furniture Legs in Packages

Emco Specialties, Inc., 300 New York Avenue, Des Moines, Ia., is offering display packages of modern and Early American Do-It-Yourself Furniture Legs.

Each display package contains two sets of each length—4, 6, 9, 11, 14, 17, 21, 28"—in either tapered modern or Early American style.

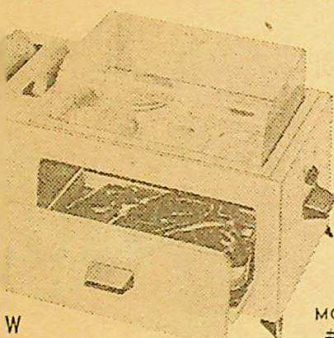
Unfinished hardwood legs are one and three-fourths top diameter, smoothly sanded, ready for finishing. Modern legs come with brass plated ferrule and height adjuster assemblies with self-leveling glides. Dual purpose plates and wood screws are included with all legs. Packaged in poly bags with two-color header.

Each display package unit, including pack is \$42.65 to the dealer, with retail value set at \$59.42.

HALO: Packed To Save Space

Halo Sales Corp., 444 Townsend St., San Francisco 7, Cal., is offering a space-saver pack of the company's candles, reducing linear display space by one-third. Suggested retail is two for 45 cents in assorted colors.

presents
otionally priced

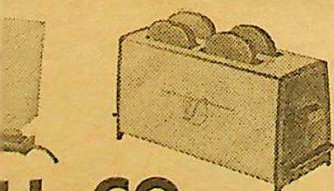


MODEL #162

TSWELL SPEEDETTE

• OVEN BROILER • GRIDDLE
Appliance cooks the entire meal, makes life easier for the harried housewife. Check these "mand" features.

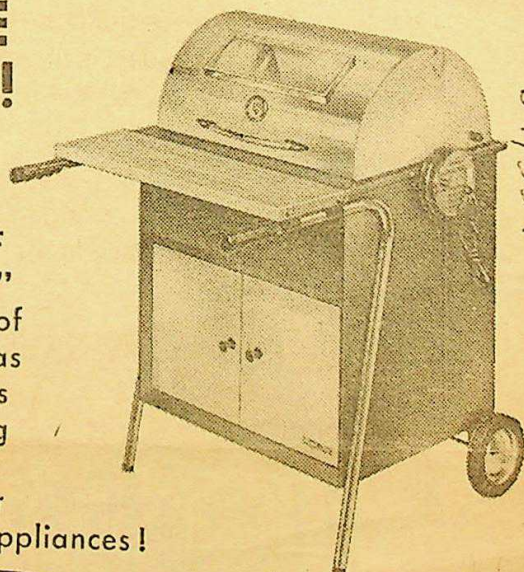
• extra fast
• of browning
• tray for easy cleaning
• thermostat • selection of broiling position
• oven broiler pan remove for easy cleaning
• bular element
• wire rack and griddle plate
• range from 175 to 425 degrees
• griddle handle
• removable side and back splash guard
• buted heat



LL CO.
10, MISSOURI

HERE IT IS!

The
ROYAL CHEF
"Gourmet!"
Highlight of
12 YEARS as
the nation's
outstanding
PRODUCER
of Outdoor
Cooking Appliances!



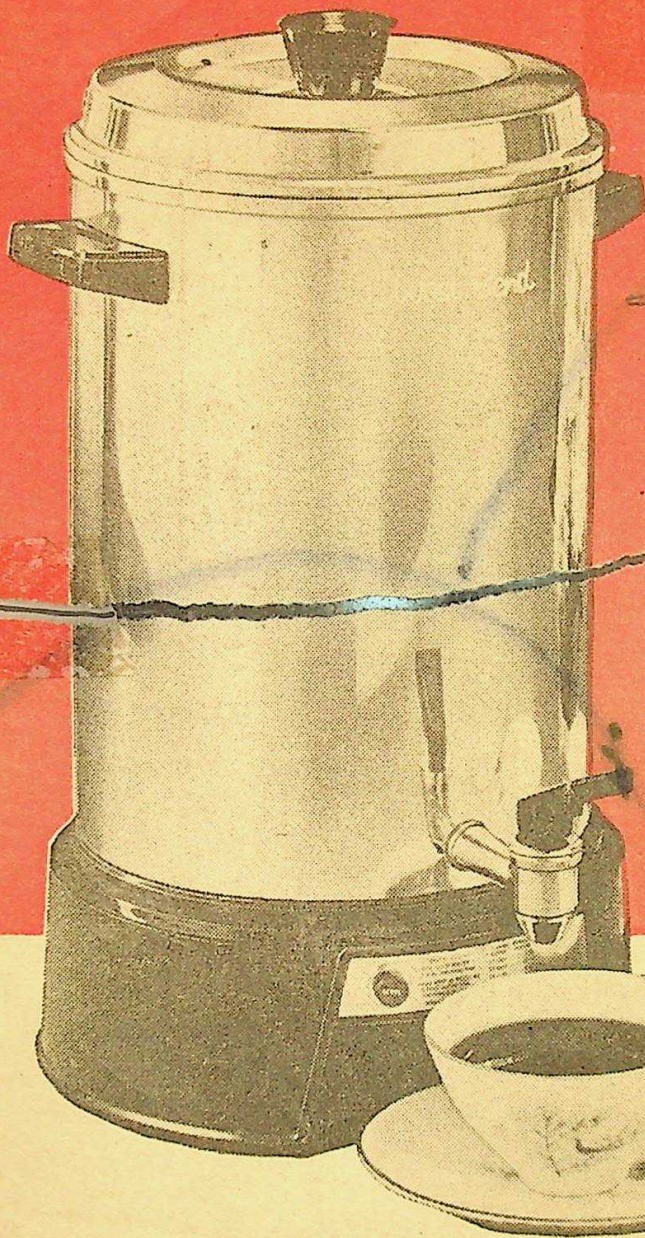
See this and the complete NEW 1963 line of popularly priced ROYAL CHEF Charcoal Grills in Booth No. 1832-1834, National Housewares Exhibit.

CHATTANOOGA ROYAL COMPANY

CHATTANOOGA 6, TENNESSEE

Here is Furniture for Daily, Jan. 15, 1963 p. 63

D7/334



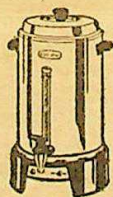
West Bend Party Perks
have opened a new era
in coffee convenience

ever-popular
aluminum

"par

Party Perks are part of the show's biggest coffee make

WEST BEND MERCHANDISING HEADQUARTERS; SPA



THE WEST BEND COMPANY, West

DBI-10.E 91
 37/107 334

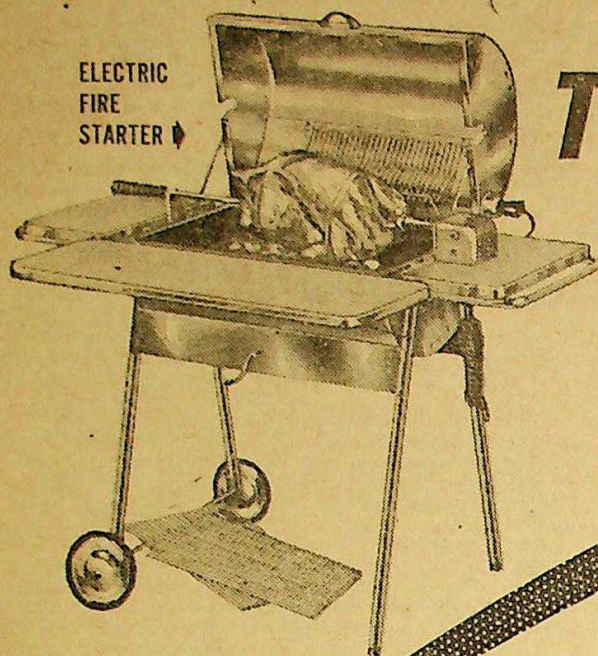
A Big Hit in '62 '63 Now, A Sensation in '63

THE ELECTRO-CHAR-KOLER

BY

Big Boy

FIRST NAME
 IN BARBECUES



ELECTRIC
 FIRE
 STARTER

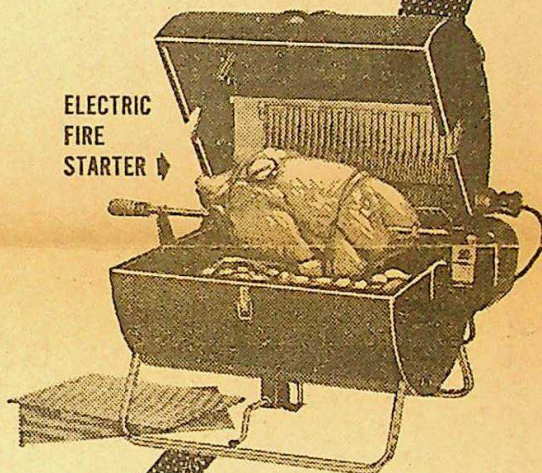


ELECTRIC
 FIRE
 STARTER

Barrel
 Model
 Patents
 D-165-998
 2,996,597
 Other Pat.
 Pending

- ★ BUILT-IN ELECTRIC FIRE STARTING!
- ★ ADDED COOKING HEAT!

The popular Big Boy innovation, the Electro-Char-Koler, again heads the outstanding selling features of the new '63 line. It is but one of the many 'FIRSTS' pioneered by Big Boy...another reason why you can always look to Big Boy for new barbecue ideas. See the brilliant array of new barrel-type and brazier models in our exhibit at the Housewares Show today.

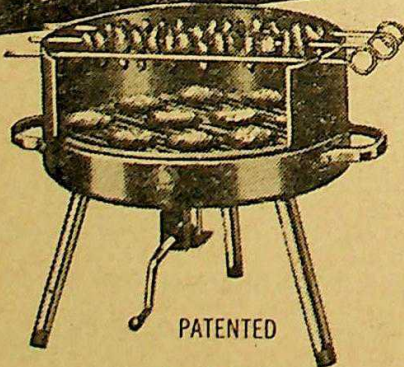


ELECTRIC
 FIRE
 STARTER

This Model offers
 warming oven and
 roll-top hood cover.

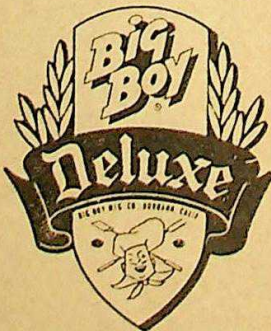


**PICNIC and
 TEENAGERS
 DELIGHT**



PATENTED

A truly hep little brazier that means heaps of fun for everybody -- perfect for picnics and gang snacks -- Holds up to 10 burgers and scads of hot dogs. There are also three bright chrome skewers for spearing and roasting a variety of goodies. It's party time any time with Big Boy!



NATIONAL
 HOUSEWARES SHOW
 SPACE 1142, 44, 46

Space Maker
 BY BIG BOY

New Products
 by Big Boy

Shelf and Towel
 Pole Units

Proven
 "Best by Test"

3 Finishes
 Satin, Chrome
 and Brass

Shelves have
 18 close-spaced
 wire rods -
 prevents small items
 from falling through.

BIG BOY MANUFACTURING COMPANY INC., BURBANK, CALIFORNIA

ALLEN'S ALLEY FORMULA

Large Collection Helps Store Meet Competition of Supers

By J. R. LOWELL

LINCOLN, Neb. — Supermarkets provide the heaviest competition for the hardware merchant in picnic goods since they get a crack at the buying public more frequently, according to Bob Tooley, manager and buyer at Allen's Alley.

Mr. Tooley meets the supermarket competition by carrying a complete line and maintaining good selection the year around. Paper goods and vacuum containers in a large degree have become increasingly in demand, regardless of season, he said.

ALLEN'S ALLEY emphasizes selection in its promotions and also maintains competitive prices. The firm features a good line of paper goods which is put up well and is nationally advertised. You either have to carry a complete line or get out of the business, Mr. Tooley declared, but if you maintain a good line and push it, you can sell it.

Mr. Tooley buys mostly from manufacturers because he can get a better price when buying in quantity. Some items, such as hampers, which are not bought in large quantity, are purchased from jobbers. He buys most such items through Hibbards of Chicago.

Mr. Tooley said that a picnic promotion is put on early each spring. Picnic goods are peaked early in March and the promotion, which includes advertising and display, is staged late in March or early in April, depending on the weather. A window is used along with augmented stock in the section where paper goods are sold the year around.

Stepped up display continues through summer and early fall. All items are grouped together for suggested sales and customer convenience. Newspaper and radio advertising along with window display are discontinued shortly after Labor Day, but paper goods and thermos jugs and bottles are maintained in good selection until the following spring.

Hampers and ice chests are removed from the floor, Mr. Tooley said, but are pulled out again right after Thanksgiving Day. They are dressed up with ribbons and promoted for Christmas. Enough are sold to make such promotion worthwhile, he added, and this merchandising policy is better than holding over merchandise until the next picnic season.

THE PICNIC CATEGORY will be stocked in 1963 about the same as for the preceding year, he said, although he feels he will have to

Store Meets Discounters With 'Price'

WEST PALM BEACH, Fla. — Jim Allison, manager of the housewares department of Sears-Roebuck here, is successfully meeting discount competition on barbecue grills with price.

He advertised a grill manufactured by Chattanooga Royal for \$9.88 and received such good response with this leader item that a \$40 barbecue grills manufactured by David Bradley, Bradley, Ill., became the best selling housewares item in the local store.

The leader item from Chattanooga originally sold for around \$15 in this area but when discount stores began cutting prices to the \$12 range Allison fired back with his \$9.88 grill and pulled the customers.

"In this area outdoor grills are actually a necessity rather than a luxury item," Mr. Allison explained. "Stimulating customers to buy grills also produced an increase in sale of additional items in our department," he explained.

Another item in Sears housewares department which sells well when advertised is a plastic garbage can, 29 gallon capacity, selling for \$6.98. On special promotions the price is cut to \$4.88.

"kick it" a bit more than some categories.

Hot shot promotions are bought from time to time but, for the most part, the firm sticks to its regular lines, especially in paper goods. Heaviest reliance is placed on Thermos for vacuum containers and Coleman for jugs.

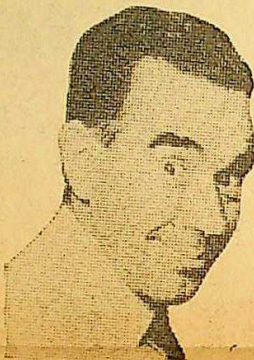
Napkins are the best year-around seller and the best unit is the package of 25 for 39 cents. Cups are next at 29 cents for the eight-pack. The Keyes line of compartment plates sell well at 59 cents for 15, which is the same as the Beach line. Plastic cutlery by Maryland Plastics, Inc., of Federalsburg, Md., sells at 15 to 25 cents per pack.

Price fluctuates considerably on jugs, hampers and ice chests, Mr. Tooley observed, as prices are geared to competition.

Three to four sales are held each year, featuring price, to build traffic. Both newspaper ads and window display are used for such sales.



Bob Tooley



**YOU CAN
MAKE MORE
MONEY
ON BRUSHES
WITH ONE OF THESE
OXCO BRUSH
MERCHANDISERS
NEARLY 14,000
MERCHANTS
ARE DOING IT!**

**See these Merchandisers in
BOOTHS 549-551-553**

BARBECUES IN KENTUCKY

Retailers Turning To Luxury Goods

By JOE ESTES

LEXINGTON, Ky. — Retailers in barbecue equipment here are turning more and more toward the luxury items and leaving the sale of medium- to low-price equipment to discount and trading stamp stores.

One retailer, for instance, stated that grills priced over \$100 are selling better than ones priced under \$30.

All retailers attribute the slow selling of lower-priced items to the recent influx of discount stores into the Lexington and central Kentucky area and the influence of area trading stamp stores.

Because these stores carry lower-priced grill equipment, local department stores find that their clientele is shifting to people looking for luxury grills complete with rotisserie, covering hood, and a place to keep food warm. Most retailers felt that people who buy this type of equipment are interested generally in "cooking" outside rather than just "grilling."

MANY RETAILERS felt that along with this developing attitude toward barbecue equipment people are losing their interest in picnic goods because rather than getting

out into parks and recreation areas to cook and eat people are staying home in their own back yards.

For this reason, some retailers have ceased to carry fitted picnic baskets, and others are restricting their buying to only unfitted baskets.

A growing inconsistency among local consumers has been noted by local retailers. People who pay more than \$100 for a barbecue grill usually bypass any expensive additional cooking equipment to go with it, such as aprons, hats, forks, etc. One retailer expressed the opinion that these people are not interested in the trimmings that go with barbecuing but just the cooking. Therefore, they either use cheaper cooking aids or else something from their own kitchens.

Many local retailers, however, pointed out that they have not given up on the picnic and barbecue business completely; and all expressed a view toward buying more-expensive barbecue equipment and less picnic goods, particularly paper goods, which the retailers feel have been taken over by supermarkets and drug stores.

If you have any kind of traffic at all, you just can't miss with these self-selling, self-service units. In a minimum of space, they consistently turn in a maximum of sales and profits. They're versatile . . . stand or hang in a wide variety of locations. They're good looking . . . attract consumer attention and promote those extra impulse sales. And they're efficient . . . give prime display to a top selection of sales-tested Oxco brushes, while serving as focal points for a complete Cleaning Supplies center.

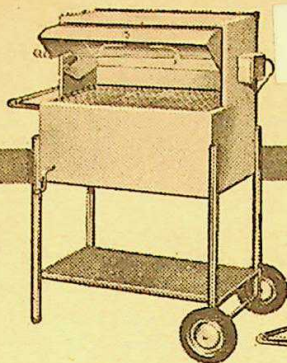
Brushes on Oxco merchandisers are all first quality, and selected in accordance with NRHA Turnover Handbook recommendations as to styles, price ranges and turnover. The units themselves are an approved part of the NRHA Merchandising program. Everything possible has been done to make sure they'll turn a good profit for you. Your Jobber will help you get started making more money on brushes—ask him today about Oxco's Brush Merchandisers.

For detailed information on NRHA's Merchandising program, write today for your free copy of a joint NRHA-OXCO brochure "How to Merchandise and Display Cleaning Supplies for Profit".

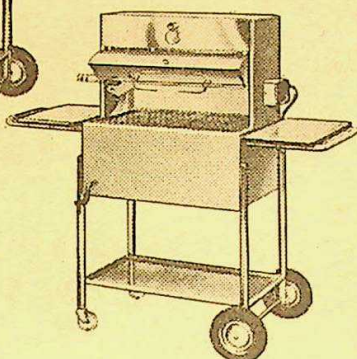


OX FIBRE BRUSH COMPANY, INC.
FREDERICK, MARYLAND, U.S.A.

THE LINE
THAT
MOVES



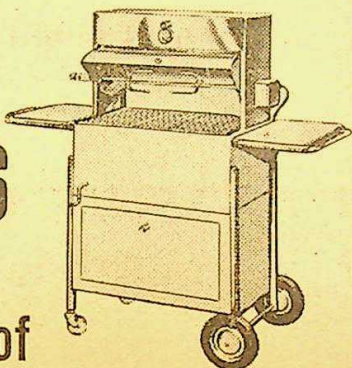
57/108 334



new!

WILSHIRE BARBECUES

with hoods and
smokers made of



ALUMINUM

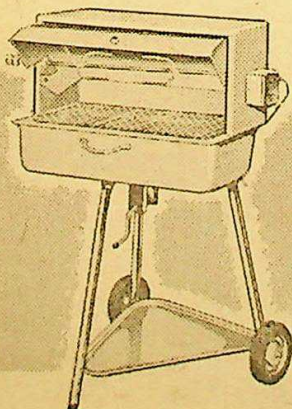
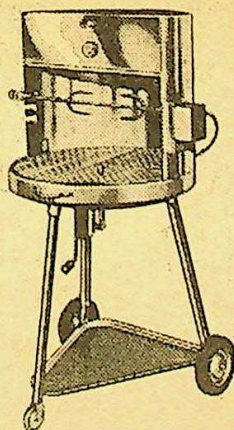
- Resists rust!
- Easier to clean!
- Reflects more heat!
- New diamond finish!

SEE THESE OUTSTANDING
BARBECUE VALUES at the SHOW!

... featuring braziers and wagons,
with rollaway hoods, motorized spits,
and many unusual "extras"!

Finest quality at popular prices!

WRITE FOR NEW BARBECUE CATALOG



NEW!

RECTANGULAR BRAZIER

WITH ROLLAWAY
SMOKER HOOD

Housewares — Hardware

Bressmer's to Put Stress On Hamper Ensembles

By SUZANNE LEIMKUEHLER

SPRINGFIELD, Ill. — Plans for merchandising bath shop items at Bressmer's for spring 1962 will center around promotional items such as hamper ensembles in the \$11 and \$12 bracket and scales in different colors and designs priced at \$5 and \$6.

George McNeir, housewares buyer, finds bath shop items provide the best profits because price is not an objective in this merchandise and it is possible to trade up more highly styled items, he explained.

By contrast, chemical housewares have definitely slipped in popularity during the past few years, he said. He attributes the sales decline to the fact that chemical housewares are sold in supermarkets where it is more convenient for the customer to buy them.

AS AN EXAMPLE of the emphasis placed on bath shop items, Mr. McNeir pointed out that the display arrangement was changed about five months ago for the purpose of bringing in more traffic. He also thinks the bath shop has been successful because the merchandise is a department store item. There is no strong competition on price, he added.

Keeping colors in stock and determining color trends are the biggest problems, he said. It is necessary to stock a variety of colors, he added. At present he believes there is a slight trend to blue while lilac and sandalwood are also popular.

The pre-holiday season is the best time to promote the bath shop,

he stated. Promotional media used for bath shop items are displays in the department and newspaper ads. A newspaper ad is run on an average of once a month, he said.

EMPHASIZING the importance of effective displays in the department he stated that during the October Harvest of Values sale a hamper, wastebasket and tissue set priced at \$11.99 sold out of colors before the newspaper ad appeared. Results of the promotion showed that more of these sets were sold off the floor than from the ad.

Wastebaskets priced from \$3.49 to \$4.95 are the best selling item per unit. Brands include Randsburgh and Pearlwick, and the three top colors are white, pink and blue. Mr. McNeir added that the sale of wastebaskets is helped by the fact that they can be used in other rooms. Sets of coordinated bath jars and tissue holders also help sales, he said.

New

from...

EKCO

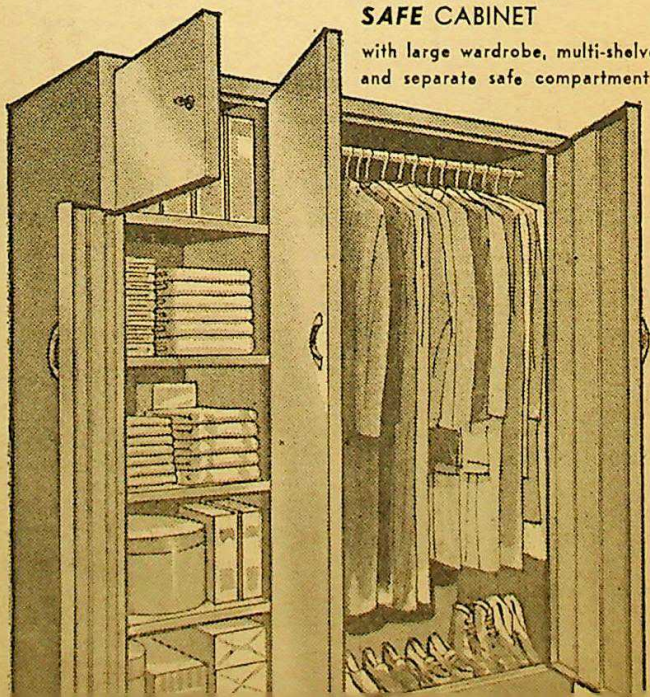
FLINT HOUSEWARES
MERCHANDISING
CENTER

see us at the
HOUSEWARES SHOW

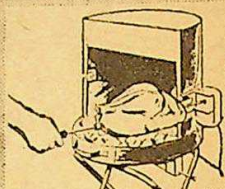
WHAT'S NEW?

The SPACEMAKER
SAFE CABINET

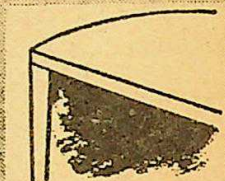
with large wardrobe, multi-shelves
and separate safe compartment!



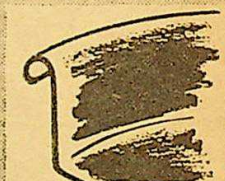
EXCLUSIVE
FEATURES
GIVE STRUCTO
BAR-B-Q GRILLS
MAXIMUM
SALES APPEAL!



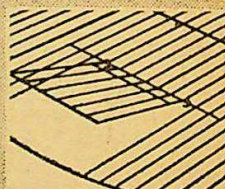
NEW SWING-A-WAY
MOTOR (patented)



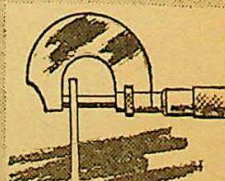
SUPER-STURDY HOOD
FOR EXTRA RIGIDITY



NEW BEADED RIM
DOUBLES BOWL STRENGTH



CHARCOAL FEEDER DOOR
BUILT INTO GRID

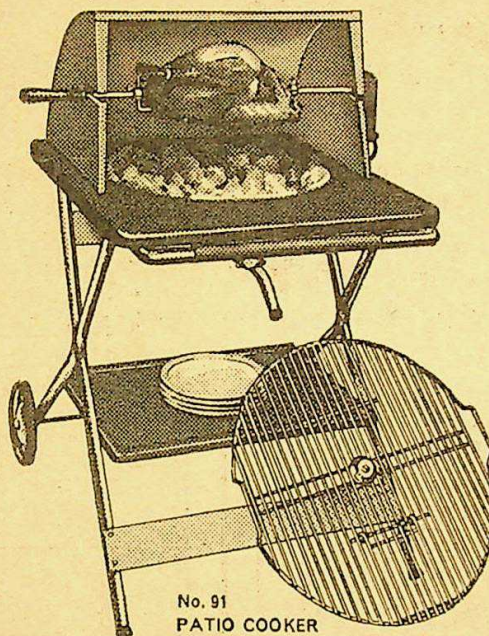


EXTRA-HEAVY-GAUGE
STEEL THROUGHOUT

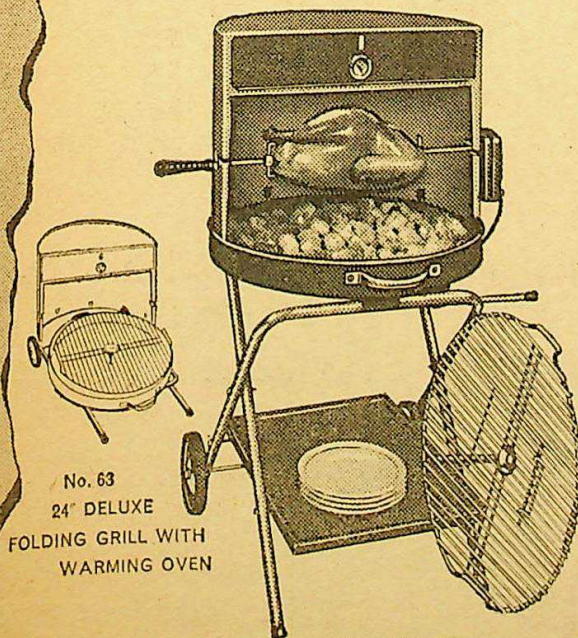
ALL NEW FOR '62
STRUCTO

**GRID-MASTER
BAR-B-Q
GRILLS**

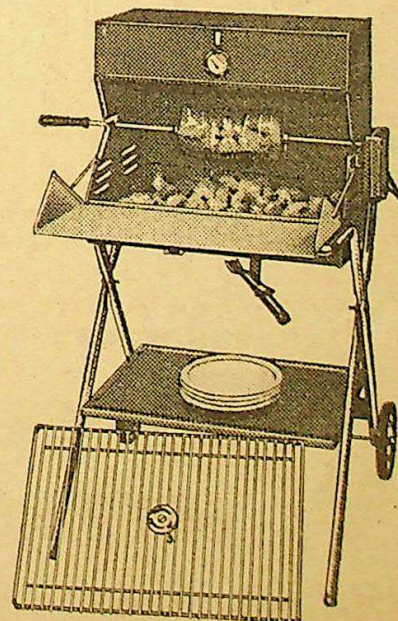
Here's a real top-quality line that's loaded with new features and priced for fast sales! Classic new styling . . . new trend-setting colors . . . exclusive (patented) Swing-A-Way motor . . . extra-heavy-gauge steel . . . and super-sturdy construction . . . are just some of the reasons this new Structo Grid-Master line is the finest ever offered. From deluxe smoker wagons to portable picnic grills, Structo gives you more to talk about . . . more to sell. See the all-new-for-'62 Structo "Grid-Master" Bar-B-Q line!



No. 91
PATIO COOKER
DISTINCTIVE NEW DESIGN



No. 63
24" DELUXE
FOLDING GRILL WITH
WARMING OVEN



No. 92 PATIO KING
SUPER-DELUXE SMOKER WAGON

SEE STRUCTO at the
National Housewares
Show in Chicago . . .
Booths 2149 and 2151,
McCormick Place

WRITE DEPT. HFD

STRUCTO MANUFACTURING COMPANY

General Offices & Factory, Freeport, Illinois • New York Office and Showroom, 200 Fifth Avenue
MAKER OF THE FAMOUS LINE OF STRUCTO TOYS

HOME FURNISHINGS DAILY
JAN 4, 1962 P. 26

NOW THERE ARE ONLY TWO KINDS OF IRONING BOARD COVERS— AMF PEARL·TOP AND ALL OTHERS!

Pearl·Top—the only ironing board cover unconditionally guaranteed not to scorch or burn...with more than twice the unit profit built in for you.

- Never shrinks
- Can't absorb water
- Stays white
- Never needs laundering
- Wrinkle-proof
- Reflects more heat
- Faster, smoother ironing
- All these advantages have been proved in the laboratory and under actual ironing conditions

There's simply no comparison between this amazing new cover and the asbestos- and silicone-treated covers it is destined to replace. AMF will back this new development of its engineers and chemists with a *complete, cooperative advertising and promotion program that will bring the Pearl·Top story to America's homemakers.* Get in on the *new business* and the extra profits Pearl·Top makes possible. Retail for \$7.98. Complete home ironing kit, \$9.95, includes pad, hooks and springs, starch remover, pressing cloth.

SEE PEARL·TOP DURING HOUSEWARES SHOW

Contact Paul Godridge, Sheraton Hotel—Phone
WH 4-4100—Sunday, January 14—Thursday, January 18

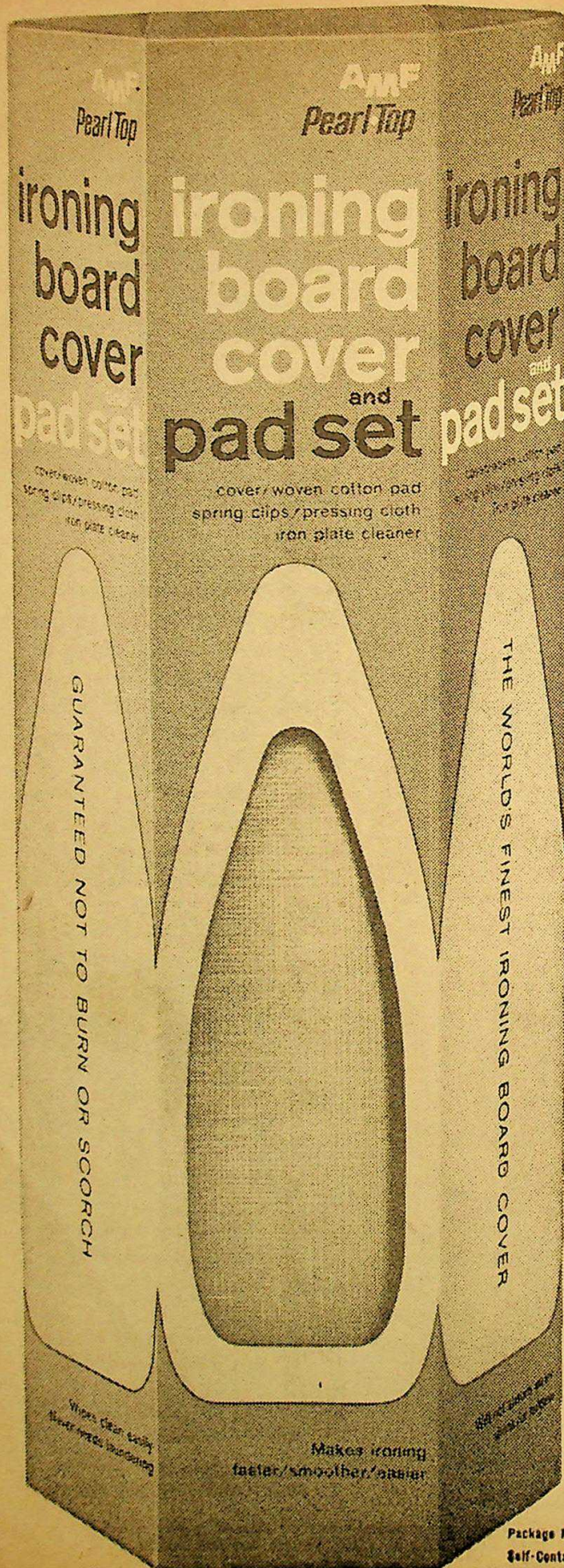
AMF

Pearl·Top Ironing Board Cover

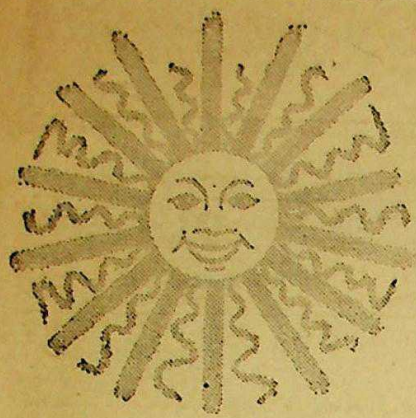
Home Products Department

American Machine & Foundry Company

261 Madison Avenue, New York 16, New York

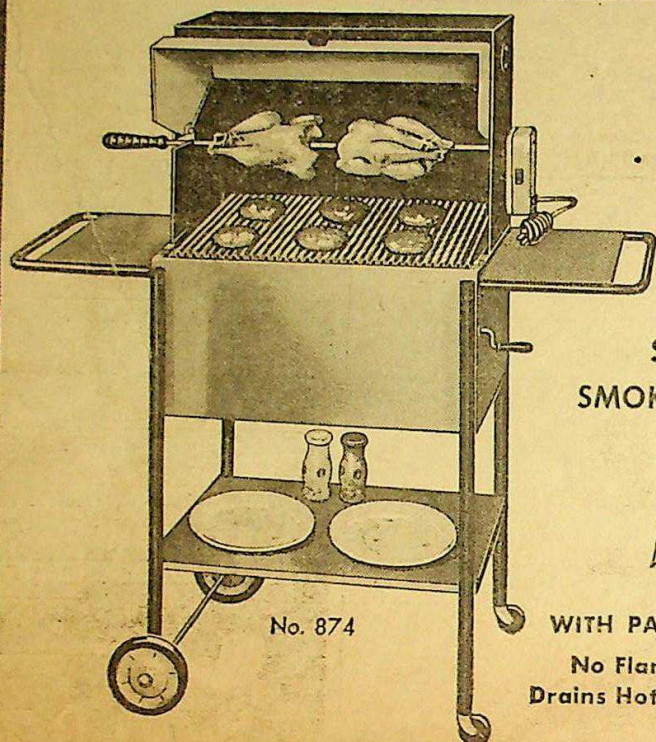


Distinctive
Package Makes Unique
Self-Contained Display



STRUCTO "GRID-MASTER"

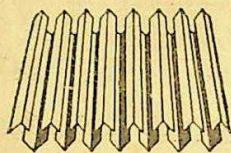
the new BIG NAME in barbecue grills!



No. 874

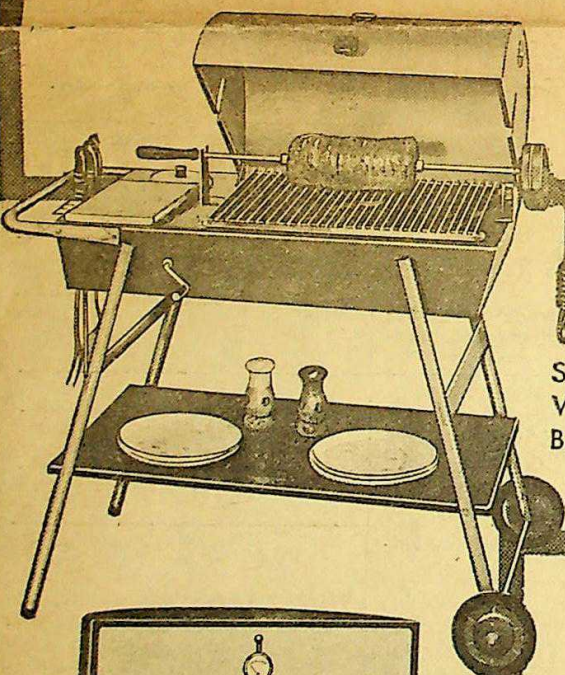
Highest quality
at prices that
assure you
FAST SALES

**SUPER DELUXE
SMOKER-WAGON GRILL**



WITH PATENTED NON-FLARE GRID
No Flare-Ups • No Flash-Backs
Drains Hot Greases Away from Flame

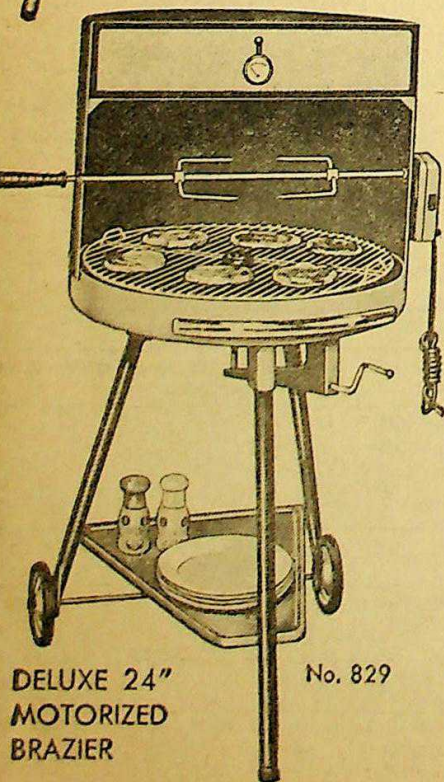
**DELUXE WAGON GRILLS ...
SMOKER-WAGON GRILLS ...
PORTABLE GRILLS ...
PICNIC GRILLS ... BRAZIER
AND ACCESSORIES**



No. 861

**SMOKER
WAGON
BAR B-Q**

***Structo gives you
more to talk about
... more to sell!***

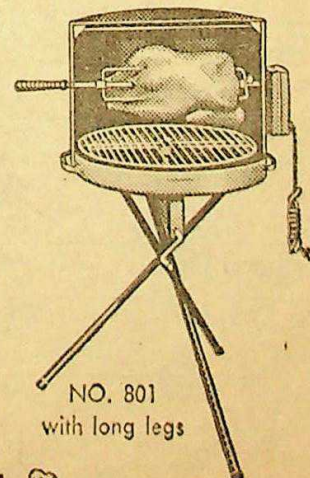


No. 829

**DELUXE 24"
MOTORIZED
BRAZIER**

- Backed by More Than 50 years of Successful Manufacturing Experience
- Produced in One of America's Most Modern Plants with Over 500,000 Feet of Floor Space
- Prompt Delivery Assured from Complete Stock Kept Ready for Shipment in Our Big Warehouse
- Carefully Cartoned for Safe Shipment ... All Small Parts Packaged in Bubble Pack
- Revolutionary New Trend-Setting Colors
- Warranty Card Included with Every Grill
- Quality-Controlled Throughout Manufacture by Structo ... Including All Component Parts
- Priced Comparably to Other Grills Not Equipped with Structo's Deluxe Features

**Sensational New Indoor-Outdoor
Grill with 2 sets of legs**



**NO. 801
with long legs**



1960 Best Sellers for Mother's Day

CITY	DEPARTMENT STORE	APPLIANCE STORE	HARDWARE- HOUSEWARES STORE	FURNITURE STORE
Akron, O.	Carpet Sweepers at \$7.	Electric hair dryers at \$20.	Electric fry pans at \$14 to \$24.	Electric hair dryers at \$19.95 to \$25.
Amarillo, Tex.	Electric fry pans, plastic flower arrangements in copper bowls.	Electric fry pans, baking dishes.	Electric percolators, glass cold drink sets with tray.	Melmac individual pieces.
Augusta, Ga.	Mixers, hot platter to keep food hot while serving.	Electric fry pans.	Portable mixers.	
Bay City, Mich.	Boontonware.	Steam irons.	Portable mixers.	
Bremen, Ind.	Rubbermaid products.	Hair dryers.	Corningware.	Toasters.
Canton, O.	Electric can openers, electric fry pans, electric coffeemakers, electric toasters, Pyrex bowl sets and casseroles, Corningware.	Electric mixers, electric fry pans, electric steam-and-dry irons.	Electric fry pans, Corningware, steam-and-dry irons, decorated Pyrex ware.	Electric steam-and-dry irons.
Charlottesville, Va.	Steam irons, portable mixers.		Electric percolators.	Portable mixers, pop-up toasters.
Chattanooga, Tenn.	Decorated Corningware sauce pans, Sunbeam electric fry pans.	Colored Pyrex cook-and-serve sets with metal tray holders, portable mixers, electric percolators.	Corningware percolators, electric toasters.	Wicker clothes hampers in pastel colors, Sunbeam fry pans.
Clearwater, Fla.		Ice crushers.	Small broilers, electric toasters.	
Columbus, Ga.	Magic Seal stainless steel flatware, service for 6 at \$6.50.	Sunbeam electric fry pans with covers at \$18.49 and \$23.49.	Corningware 3-piece sauce-pan set at \$14.95.	Sunbeam electric fry pans at \$19.95.
Corvallis, Ore.	Portable mixers at \$10.95.	Coffee makers, portable mixers.	Coffeemakers, electric fry pans, portable mixers.	
Dayton, O.	GE steam irons at \$11.98.	GE steam irons at \$17.95.	Black & Decker floor polishing attachments for electric drills at \$7.99.	GE steam irons at \$17.95.
Des Moines, Ia.	Coffeemakers, aluminum cookware in sets.	Coffeemakers, toasters.	Pyrex ovenware, electric fry pans.	Percolators, pressure cookers, aluminum pots and pans.
Easton, Pa.	Stainless steel cookware.	Electric can openers.	Electric can openers.	Electric fry pans, steam and dry irons.
Erie, Pa.	Electric toasters, coffeemakers, electric mixers, kitchen gadgets.	Electric toasters, electric fry pans, canister sets, kitchen gadgets.	Coffeemakers, electric mixers.	Electric hair dryers, electric fry pans, toasters, mixers.
Fall River, Mass.	Portable electric mixers.	Electric can openers.	Electric fry pans.	Electric toasters.
Fort Worth, Tex.	Electric fry pans with covers at \$11.88 up.		Electric toasters.	Electric mixers at \$39.95.
Harrisburg, Pa.	Corningware percolators at \$29.95.	GE steam irons at \$12.95.	Sunbeam percolators at \$20.22.	Shetland floor polishers \$29.95 to \$39.95.
Hickory, N. C.	Decorated Pyrex ware.	Electric fry pans, portable mixers.	Electric steam-and-dry irons.	Electric mixers.
Huntsville, Ala.	Sunbeam fry pans at \$19.88.	Westinghouse portable mixers at \$16.95.	GE and Sunbeam percolators at \$29.95.	Sunbeam percolators at \$29.95.
Hutchinson, Kan.	Electric hair dryers, electric can openers.	Electric fry pans, electric toasters.	Pyrex ware, electric mixers, toasters.	Electric hair dryers, mixers.
Indianapolis, Ind.	Corningware electric mixers, electric can openers, steam-spray irons.	Steam irons, Corningware.	Corningware.	Electric toasters, electric coffeemakers.
Jackson, Mich.	Sunbeam mixers, Corningware sauce pans, cradle & handle.	Hamilton-Beach mixers.	Sunbeam percolators, Corningware coffee pots.	Sunbeam fry pans.
Klamath Falls, Ore.	Electric fry pans, Descoware.	Electric can openers, Corningware.	Electric can openers, TV trays.	Wood trays, kitchen clocks.
Little Rock, Ark.	GE steam irons, GE hair dryers, electric mixers.	Steam irons, GE hair dryers, electric mixers.	Pyrex ware, Corningware, electric percolators, decorated glassware.	Sunbeam fry pans, GE fry pans.
Madison, Wis.	Chrome pantryware.	Stainless steel, flatware.	Oven-to-table cookware.	
Meadville, Pa.	Electric steam irons.	Electric fry pans, electric percolators.	Electric mixers, electric toasters, electric percolators.	
Milwaukee, Wis.	Corningware, broilers, steam irons.	Corningware, electric hair dryers.	Pyrex ware, electric mixers.	Sunbeam mixers, hair dryers.
New Haven, Conn.	Corningware, especially percolators.	Electric fry pans, deep fryers.	Corningware (sets and individual pieces).	
Omaha, Neb.	Boontonware, Corningware, Westinghouse can openers at \$21.88; automatic fry pans at \$14.88, grid-dle at \$18.88.	Hair dryers at \$16 to \$24.	Electric blenders at \$19 and up, electric can openers at \$19.95 to \$24.95.	Melmac dinnerware at \$19, TV trays sets at \$9.
Philadelphia, Pa.	Proctor steam irons at \$8.88.	Sunbeam 11-inch fry pans at \$15.		Proctor hi-lo ironing tables at \$10.90.
Portland, Ore.	Electric can openers.	Electric can openers, portable mixers.		
Raleigh, N. C.	Electric fry pans, mixing bowls.	Electric mixers.	Electric fry pans, aluminum cookware.	
Rockford, Ill.	Electric beaters.	Electric beaters.	Stainless steel cookware, Pyrex ware, Corningware.	
Rome, Ga.	Steam irons.	Electric fry pans.	Electric fry pans.	Electric fry pans.
Russellville, Ark.	Electric irons, coffeemakers, vacuum cleaners.	Electric toasters, electric fry pans, steam irons.	Electric mixers, toasters, electric fry pans.	Deep fat fry pans, vacuum cleaners, clocks.
St. Louis, Mo.	Bathroom accessories, including scales, matched sets of pots and pans, matched kitchen accessories like spice racks, canisters, waste-baskets.	Electric can openers, bathroom scales.	Electric can openers, clocks, matched pots and pans, waste baskets.	
St. Petersburg, Fla.	Electric irons, Melmac dinnerware.			
Salt Lake City, Utah	Matched birch canisters, electric coffee sets (including percolator, cup, spoon, etc.), rubbermaid products.	Electric kitchen clocks.	Electric mixers, steam irons.	
San Bernardino, Cal.	Corningware, Pyrex, steam irons.		Corningware, stainless steel flatware.	
Spokane, Wash.	Portable electric mixers, carving knives, steak knives, flatware.	Electric toasters, electric percolators.	Steam-spray irons, aluminum canister sets, wall can openers, aluminum, stainless steel cookware, Melmac dinnerware, Corningware.	Electric toasters, steam irons.
		Sunbeam and GE steam irons.	Electric toasters, 6-cup coffee-	Lawnmowers, Melamine dinner

PANZER'S YOUR ANSWER



PRODUCT SUPERIORITY with customer-engineered features such as more hard working weight, automatic no-clutch drive, independent rear wheel brakes, and many others.

PRE-SOLD CUSTOMERS with a national publicity campaign that has produced stories in 28 major publications in the past 2 months with many more to follow.

EFFECTIVE SALES AIDS in a complete promotional package that is second to none. Plus 50-50 advertising allowances!

EXCLUSIVE FRANCHISE TERRITORIES with enthusiastic Panzer backing for its dealers in every respect! And if you order early, Panzer pays the freight!

Let us give you the complete story of why Panzer is your best answer for more Lawn and Garden Tractor profit. Write . . .

PANZER PRODUCTS, Inc. . . . Waynesboro, Virginia

Want more facts? Circle 167, p. 53

KRYLON SPRAY PAINT

Advertised in Life, Saturday Evening Post, Good Housekeeping, Better Homes & Gardens, American Home, McCall's, Ladies' Home Journal, Popular Mechanics, and Sunset Magazine.

The Brand with Demand!

KRYLON, INC.

NORRISTOWN, PA.

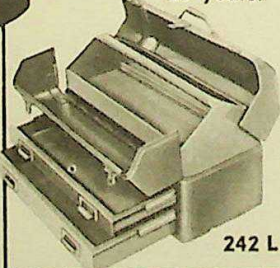
Want more facts? Circle 168, p. 53

Simonsen

MECHANICS TOOL CHEST

A 24x10 1/2 x 13 1/2 inch overall fabricated waterproof steel body. Two fully extendable sliding drawers and a 21x10x6 inch lift out tray, with additional space for larger tools underneath. There are two new spill-proof side bolts and a center hasp to provide for a lock. Hardware is bright zinc plated. Grey KORTX baked enamel finish is applied over a chemically treated rust and corrosion proof base.

Quality for over
25 years!



242 L

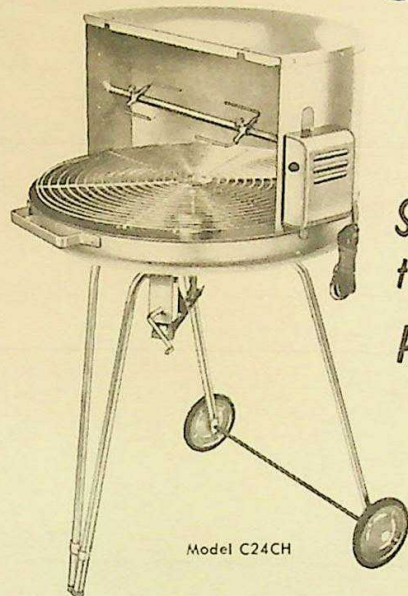
SIMONSEN INDUSTRIES, INC.
1414 S. MICHIGAN AVENUE
CHICAGO 5, ILLINOIS

Want more facts? Circle 169, p. 53

07/108334

*Hardware Age
Nov. 17, 1960
page 99*

Atlasfire Braziers



Model C24CH

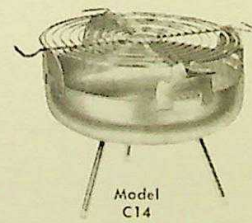
for
'61

Styled
to appeal
Priced
to sell

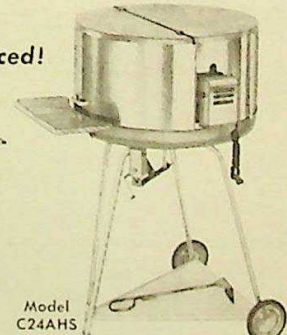
Cater to the "cook-out craze" with the Barbecue Braziers that catch the eye . . . capture the sale. Attractive Coppertone finish on wide range of models from 14" to 24" bowl diameters. All have crank-adjustable grills. Some have smoker ovens.

Full Margins!

Competitively Priced!



Model
C14



Model
C24AHS

6066



Merchandise samples available to jobbers, wholesalers, and distributors on request.

Write

ATLAS TOOL & MANUFACTURING CO.

Founded in 1926

5147 Natural Bridge

St. Louis 15, Mo.

Manufacturers of a complete line of Barbecue Braziers, Power Mowers, Tillers, Edger/Trimmer, and Portable and Window Fans.

Want more facts? Circle 170, p. 53

D7/~~100~~ 334

HARDWARE AGE

Lawn and Garden

Merchandising Guide

Feb. 11, 1960,
page 96,
Hardware Age

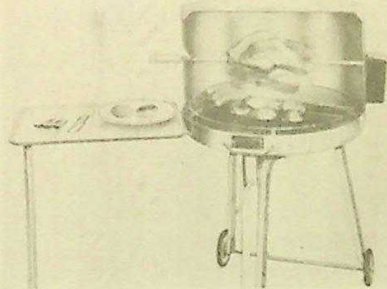


KAMKAP Kookout

0 D7 / 108

No. G355/321 features a 24-in. heavy-gauge steel bowl; hi-low crank raises and lowers; chrome-plated, tiltgrid minimizes flareups; heavy duty hood with motorized spit tops unit; clip-on utility table has adjustable "telescope-type" legs.

Price, "about \$20." Kamkap Inc., 1107 Broadway, New York 10.



ELECT. MERCH.
JAN 18, 1960
P. 78

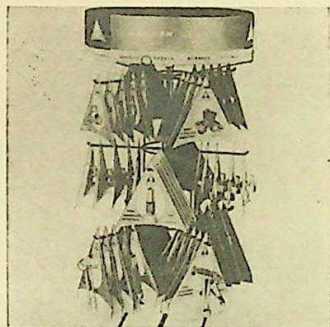
Want more details? Just circle item number on p. 107

that can be put in the oven, used as serving dishes and storage containers. Sets come in green or white in 5, 6, 7 and 8 in. sizes. Bowl sets are available nested and packed in individual cells retailing for \$1.09 a set. They are also available in bulk cartons at 99¢ a set retail. *Anchor Hocking Glass Corp., Dept. HA, Lancaster, Ohio.*

Item 24

Hose accessories on rack

You can have this metal counter display rack for the Allenco Card-Pack line at no cost when you pur-



chase a basic selection of 12 popular garden hose accessories. Up to 85 hose nozzles, sprays, couplings, menders and fittings are displayed in a counter area of little more than 1 sq ft. All items are bubble-mounted on a card. Four other displays are available free with merchandise assortments and include free bonus items. *W. D. Allen Mfg. Co., Dept. HA, 650 S. 25th Ave., Bellwood, Ill.*

Item 25

Hooded mobile box grill

This box grill with a triangular Alpine hood is a featured model in Arvin's 1960 outdoor barbeque grill line. The hood, resembling a tent, encloses the cooking area and leaves the work area open. Cooking temperatures on this model are controlled by raising or lowering the fire pan with a wood-handled



crank. A 6 in. x 24 in. hardwood work table slides into place over a utensil space that doubles as a warming oven. This mobile grill can be folded into a compact package. Retail for \$69.95. *Arvin Industries, Inc., Dept. HA, Columbus, Ind.*

Item 26

Splitter for rusty nuts

Frozen and rusty nuts can be reached, split and removed easily with the HKP swivel jaw Nut Splitter. It cuts nuts up to and including 7/8 in. across flats. The



swivel can be turned to cut at any angle. Hand grips are plastic. *H. K. Porter, Inc., Dept. HA, 74 Foley St., Somerville 43, Mass.*

Item 27

1960 pantryware items line

Masterware's 1960 line of pantryware items presents a new Styline series available in sets of chrome, copper, chrome and

XD-81/1202
Furnishing Daily
Oct. 17, 1960, Section 1, page 67

Arvin '61 "Charky" Grills

give you quality, value... plus

"Sell Themselves" Features!

6 Models plus a promotional line



Constant Speed



Motor

Neighborhood Size
23" x 17" Chromed
Grid (348 sq. inches)

Maple Cutting Board
Pulls Out for Storing
of Condiments Underneath

Oversize 24" x 24 1/2"
Storage Tray

**Alpine Model 50G13
SMOKER-BRAZIER**

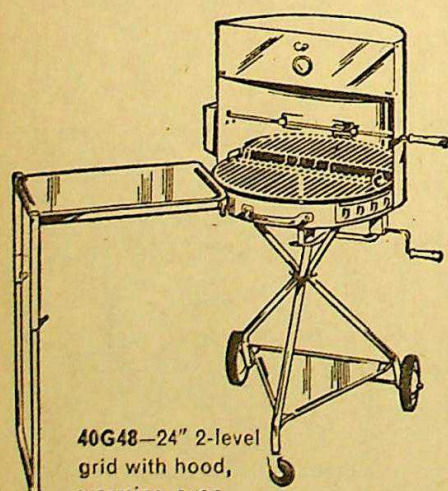


Chromed Lid Seals in
Heat—Saves Charcoal

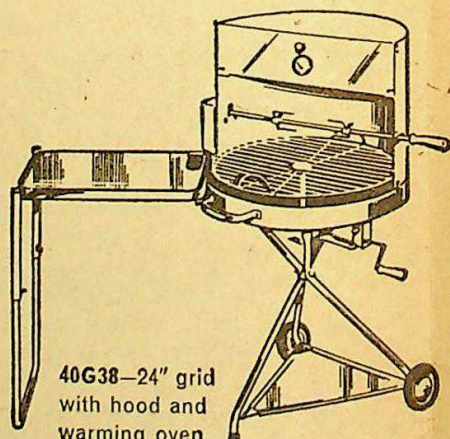
Hood Folds Down to Protect
Against Weather

Folds Flat for Space-Saving
Storage—Hangs on Wall

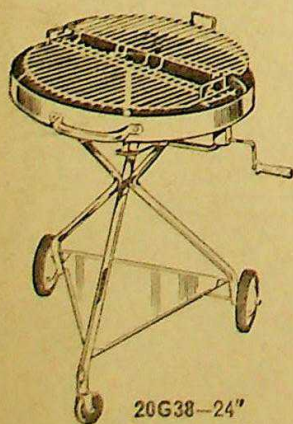
Spring Loaded for Easy
Setting Up—or Taking Down



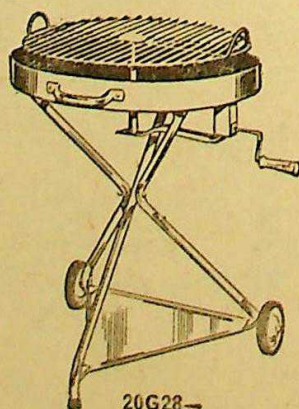
**40G48—24" 2-level
grid with hood,
warming oven,
and chrome door**



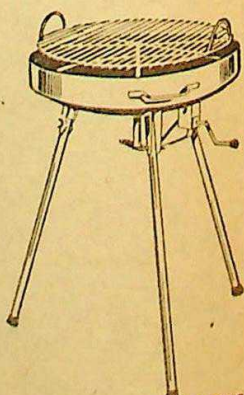
**40G38—24" grid
with hood and
warming oven**



**20G38—24"
2-level grid**



**20G28—
24" grid**



**10G18—
18" portable**

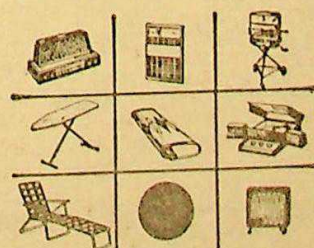
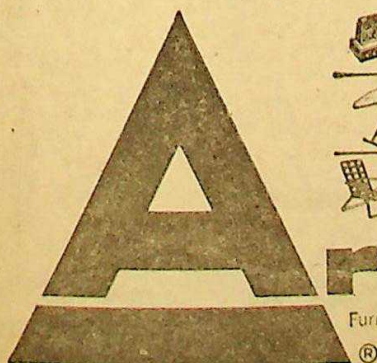
GET ALL THE FACTS EARLY!

Write or call Arvin for new catalog of these complete Arvin lines, including all prices—fully discounted for full profit! See these products at the two permanent Arvin Display Centers: in CHICAGO at the Furniture Mart, spaces 501-2; in NEW YORK CITY at 1150 Broadway, space 614.



A FULL
PAGE OF
DEALER-TESTED
SALES TIPS!

MILLIONS OF FAMILIES ENJOY ARVIN PRODUCTS

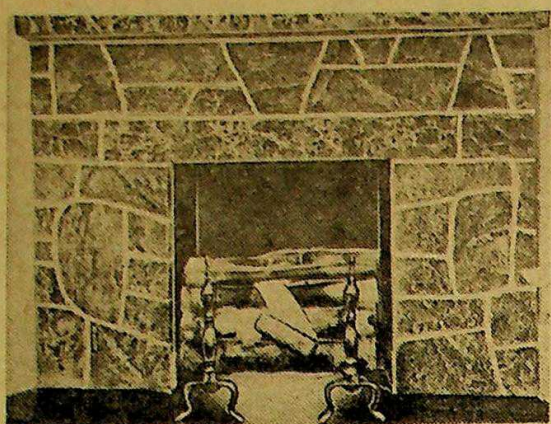


Arvin
Furniture & Housewares Division

ARVIN HAS MODELS AND PRICES TO SUIT EVERY TYPE OF CUSTOMER!

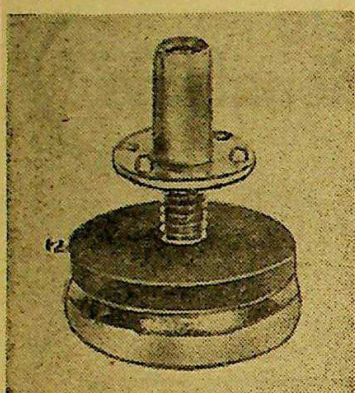
ARVIN INDUSTRIES, INC. • COLUMBUS, INDIANA

Housewares



CORNER FIREPLACE: Realistic Fireplaces, Inc., Herkimer, N. Y., introduced this Colonial design corner fireplace at the Jamestown Fall Furniture Show. Finished in natural stone, it measures 58 inches wide and 42 inches high and retails from \$79. Extras include logs and brass andirons, from \$52.

NEW PRODUCTS



ADJUSTABLE GLIDES: Master Manufacturing Co., Cleveland, is introducing a series of adjustable rubber cushion glides in three sizes, retailing from \$1.60 to \$1.75 per set of four.

MASTER MANUFACTURING CO., Cleveland — The company is introducing a series of adjustable rubber cushion glides, designed to compensate for all situations where uneven floors or short legs cause unsteadiness in tables, chairs, desks and appliances.

Three sizes are available—Model G-13A, with a 1-1/16-inch base diameter retailing for \$1.60 per set of four, Model G-14A with a 1-1/4-inch base diameter retailing for \$1.65 per set of four and Model G-15A with a 1-1/2-inch base diameter retailing for \$1.75 per set of four.

The glides have a threaded 1/4-20 shank, and come with matching T nuts which have interior threading.

Immediate floor leveling is said

to be possible, now, by first inserting the T nut in the furniture and rotating the Glide through the nut to the correct height.

All bases are made of heavy gauge steel with a mirror nickel finish for easy sliding without marring floors and the rubber cushions absorb the noise. The latter are specially treated with antioxidants to prevent deterioration.

FEDERAL TOOL CORP., Chicago — The following new items are offered by Federal for 1961: Soap savers, made of polyethylene plastic, 3 1/4 x 2 inches. They are available in pink, yellow and turquoise. The retail price is 25 cents for a set of three.

An all-purpose cap and cover remover, "Mr. Topper," is made of steel in contemporary copper tone, 7 1/2 inches long. It is adjustable to remove jar covers up to 4 1/4 inches in diameter; packaged on die-cut colorful demonstrator card with actual cap for demonstration. Retail price: \$1.

Short - O - Matic, a shortening measure made of rigid plastic in yellow and turquoise combination which adjusts for measuring one tablespoon to a half cup, retails for 59 cents.

Sitter Memo, consisting of plastic turquoise holder with nail hole for hanging, printed pad, removable emergency card and ball point pen in holder, retails at 69 cents.

All four items come plastic-bagged for cleanliness.

ITALIAN IMPORTS CO., Cleveland — The company is introducing a new line of salt shakers and pepper mills imported from Italy, ranging in price from \$8.50 to \$15.

Model 200/S is a salt shaker and pepper mill set, standing 10 inches and available in natural walnut or dark mahogany with brass trims. It retails for \$15.

Model 201 is a 21-inch pepper

PLASTIC ICE CHESTS: Hamilton-SKOTCH Corp., New York, has introduced this one-pound styrofoam ice chest (top) with a retail price of \$4.85. Available in a variety of colors, the chest holds eight gallons. Knapp-Monarch Co., St. Louis, has brought out a foam plastic ice chest (bottom) with a 45-quart capacity. Called Zero-O-Cell, the unit carries a suggested retail of \$14.95. It weighs three pounds. The above photos were transposed in these columns Friday.

mill in dark mahogany with brass trims, retailing for \$13.

Model 200 is a 14-inch pepper mill in dark mahogany with brass trims, retailing for \$10.50.

Model 203 is a 16-inch pepper mill in natural walnut retailing for \$8.50.

Model 204-S is a 12-inch salt shaker and pepper mill set available in natural walnut with brass trims, retailing for \$12.50.

Model 205 stands 15 inches, is a pepper mill in natural walnut with brass trims, retailing for \$10.50.

GRISWOLD MANUFACTURING CO., Sidney, O. — The firm is introducing a cast-iron Tote Grill in descriptive carry-away carton, to retail at \$3.98. The product — 5 1/2 inches high, 9 wide, and 13 long — has enameled fire pan adjustable to three levels.

Everyone
profits more with

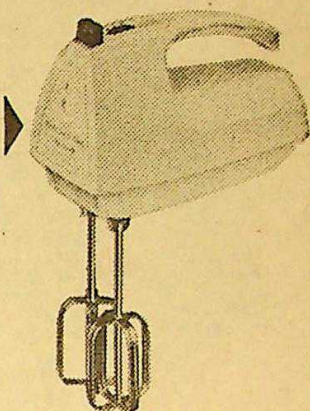
KitchenAid® QUALITY FOOD PREPARERS

She gets the finest food preparer made...he gets everlasting appreciation...and YOU get your full profit and everlasting good will. KitchenAid—the full-est line with the fattest profits. Write: KitchenAid Electric Housewares Div., The Hobart Mfg. Co., Dept. KHF, Troy, Ohio. In Canada: 175 George St., Toronto 2.

New!

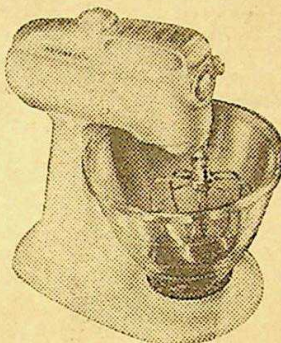
Power Portable Mixer

has exclusive power-booster that automatically steps up stirring power as the batter thickens. No mixer slowdowns—just perfect blending, consistent results. No ingredient spraying due to excess stirring speed, either. Every wanted selling feature included.



KitchenAid Mixer

also larger 4- and 5-qt. models—all, with exclusive 'round-the-bowl' mixing action, mix thoroughly to bowl edge. Complete food preparers: attachments chop, shred, slice, juice, even open cans—build bonus sales you will like!



Coffee Mill

the fresher, finer flavor of real bean-coffee, custom-ground electrically. More delicious cups per pound (more sales volume, too).



KitchenAid®

the dealer's profit appliances

HOTTEST ITEMS

ARCADIA, CAL. — Hinshaw's, reports that boxed sets of Corning Ware casseroles in 1-, 1 1/2- and 2-quart sizes with one handle and one cradle to fit all three sizes and retailing for \$14.95, have been hot items for the past several weeks. Manufacturer is the Corning Glass Co., Corning, N. Y.

Promotions are through local newspapers and a merchant-owned tabloid. However, according to Neil Skinner, buyer, referrals have had a great deal to do with customer acceptance of this introductory set.

He observed: It takes convincing to assure the average housewife that Corning ware can be removed from the freezer and placed in the oven without breakage."

Hottest seasonal item is Meteor Charcoal Lighter, produced by Meteor Enterprises, Inc., North Hollywood, Cal. and selling for \$5.95. Sales of these have increased since homeowners have moved their hibachis and smaller braziers to their indoor fireplaces.

Demand for these is expected to grow until Christmas, for which they have always been a good gift item. Promotions are conducted through local newspapers and the merchant-owned tabloid as well as floor and window displays.

SPRINGFIELD, ILLINOIS. — The hottest seasonal item in the John

Bressmer Co. housewares department was the Glamur Carpeteer.

George E. McNier, buyer for the department, said the item was advertised during the week for \$1.99 in combination with a purchase of one package of Glamur Shampoo. The Carpeteer regularly sells for \$4.98 in the department.

The Carpeteer was advertised in Bressmer's space in the daily newspapers, and was prominently displayed in the housewares section during the week's promotion.

The item is manufactured by Glamur Products, Inc., Syracuse, N. Y.

Town & Country

the
only bathroom
seat
with the two top
seals of quality



products that carry the most important
name in gracious living ...

Duncan Hines

What other name gives so much prestige to the products it identifies? To millions of Americans, the Duncan Hines name is synonymous with the best... in dining, lodging, vacation resorts.

All Duncan Hines products for the home carry this same built-in prestige.

They are as appealing to your customers at the point of purchase as the Duncan Hines "recommended" places are to discriminating travelers.

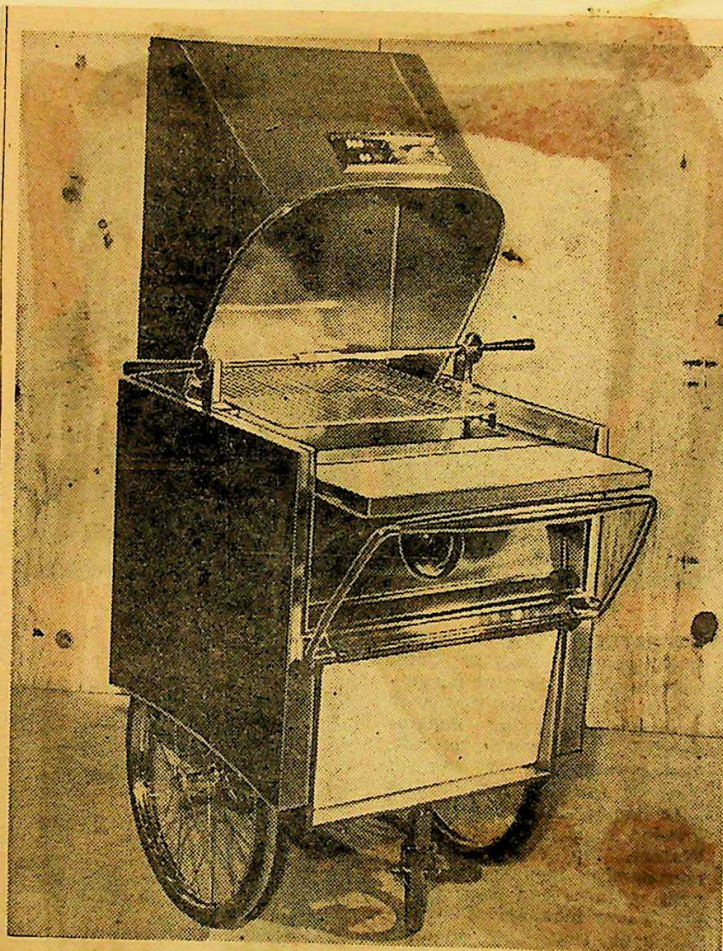
Share in the advantages of carrying this famous symbol of gracious living by letting the Duncan Hines products go to work for you!

HINES-PARK FOODS, INC.



408 E. STATE ST., ITHACA, N. Y.

Home Furnishings Daily
Jan. 7, 1960, page 33



MOBILE BBQ: Hotpoint's new barbecue-rotisserie is a mobile unit permitting owner to grill, roast, barbecue or use the rotisserie either indoors or outside. Special broiler plate raises or lowers for charcoal flavored steaks and chops and anodized copper canopy houses push button controls and switches. Unit is countertop height and, mass-produced, could sell for about \$300.

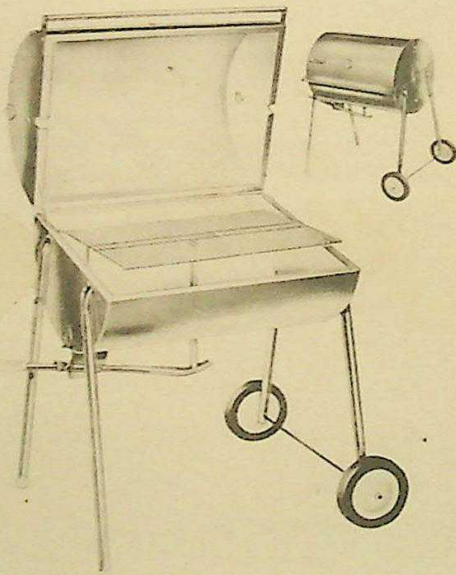
87/108 334

Page 43
March 1959

Home Appliance Builder

XD-81/12.2

Home Appliance Builder
Mar. 1959, p. 43



New

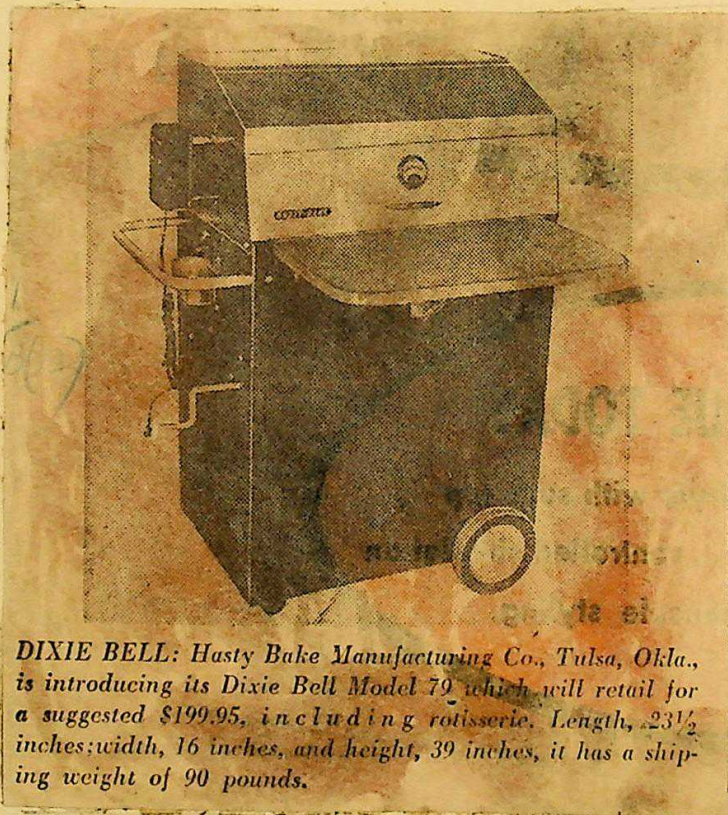
Products

RETURN TO
DESIGN DIV.

D7/108 334

P. 29
Oct. 7, 1958

Home Furnishings Daily



DIXIE BELL: Hasty Bake Manufacturing Co., Tulsa, Okla., is introducing its Dixie Bell Model 79 which will retail for a suggested \$199.95, including rotisserie. Length, 23½ inches; width, 16 inches, and height, 39 inches, it has a shipping weight of 90 pounds.

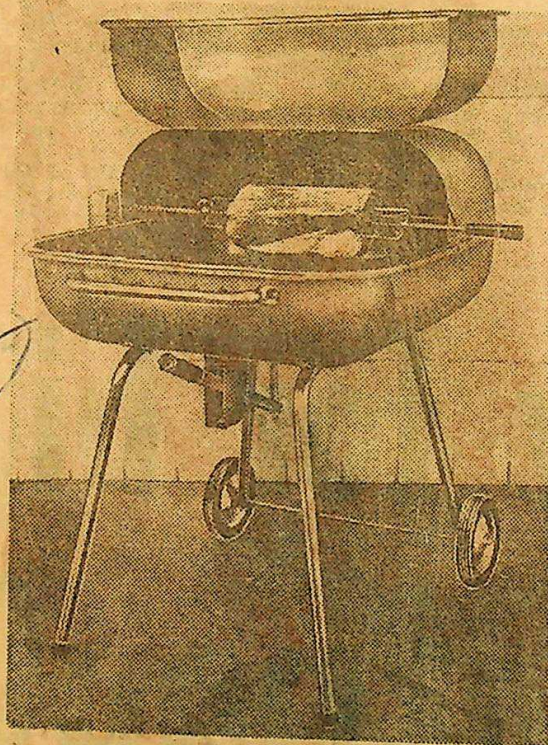
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57/108 334
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P. 29
Oct. 7, 1958

Home Furnishings Daily



COVERED COOKER: Union Steel Products Corp., Albion, Mich., producer of Hi-Lo products, is introducing this Deluxe Yard Chef, Model H-402, Series 400, to retail at a suggested \$49.95. A smoker-type covered cooker, it is finished in coppertone and has a $26\frac{1}{2} \times 26\frac{1}{2}$ -inch firebowl containing electro-plated cooking grill. With five-year guarantee and one-year motor guarantee, it is shown above with hinged front hood open.

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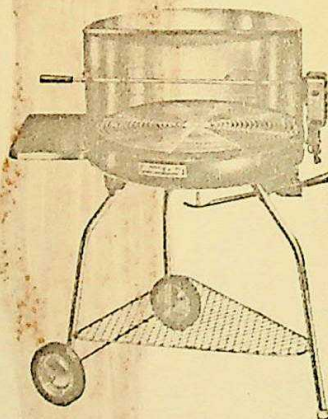
57 / ~~108~~ 334
House + Garden, April, 1958 - page 216

COME 'N GET IT!

ROYAL CHEF GRILL

RC-124 HEE with stainless steel hood

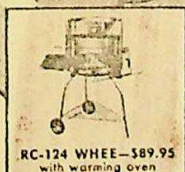
only \$64.95



Happy backyard banquets start with this fabulous Royal Chef Grill.

Complete! Features include chrome-plated storage shelf, handy utility shelf, stainless steel half hood, deluxe electric spit, ratchet grill adjustment, and chrome plated rubber tire wheels.

Beautiful! Black gloss finish accented by sparkling chrome. Five year guarantee on firebowl. Buy today! Twelve other Royal Chef models available . . . picnic portables to lavish patio braziers . . . \$4.95 to \$229.95 at better stores everywhere!



RC-124 WHEE—\$89.95
with warming oven



RC-124 \$29.95
with stainless
steel windshield

CHATTANOOGA ROYAL COMPANY

Chattanooga 6, Tennessee

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DESIGN DIV.

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DESIGN DIV.

MORE BEEF*

Now, your dog will prefer... **Ideal** or your money back!

*More beef in Ideal—more than in any other leading dog food—more than the United States Government requires to Certify Ideal a normal maintenance ration!

More beef means better appetite appeal. Your dog or cat will love Ideal, prefer it over any other dog food or money back. *Ideal gives them Pets Appeal* and provides complete nourishment for a long, happy, healthy life. All for pennies a day!

No other dog food offers so much—no other dog food guarantees *your* dog prefers it. All dogs and cats need some Ideal regularly as health insurance.

Feed more than just
HALF A DOG!



"Ideal gives them
Pets Appeal"

WILSON & CO.
MEAT PACKERS
Chicago

LOOK...IT'S NEW!

ALL PRICES ARE APPROXIMATE



FOR YOUR EARS ONLY, pocket-sized portable radio has an ear attachment that can be plugged into set to cut off loudspeaker. You hear, but the sound doesn't disturb others. About \$50, Raytheon Mfg. Co., Chicago.

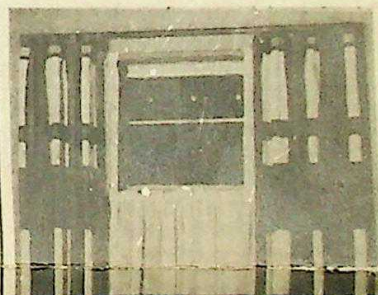
SHADE WHERE YOU LIKE when you wheel out cabana of aluminum and glass fiber. Two-occupant size is \$89.95. Sea-Lawn Prod. Co., P.O. Box 716, Long Beach, N. Y.



SLIM AIR CONDITIONER can be installed in upper sash of window, concealed behind draperies. Depth of unit is only 16½". The ½-horsepower unit is about \$300. General Electric, Boston Ave., Bridgeport, Conn.



COVERED WAGON barbecue unit has electric spit, bun warmer, and condiment set. With tools and accessories, \$249. George Henry Co., Morton Grove, Ill.

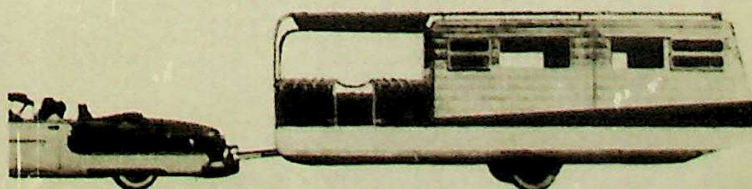


AMPHIBIOUS TRAILER is at home on land or water. Hitch onto car, tow to water's edge, and launch on wheels that retract in water. It's propelled and steered through water by an ordinary outboard motor that you supply, and offers a houseboat of comfortable proportions. Overall size is 26' 6" long, 7' 7½" wide. It includes

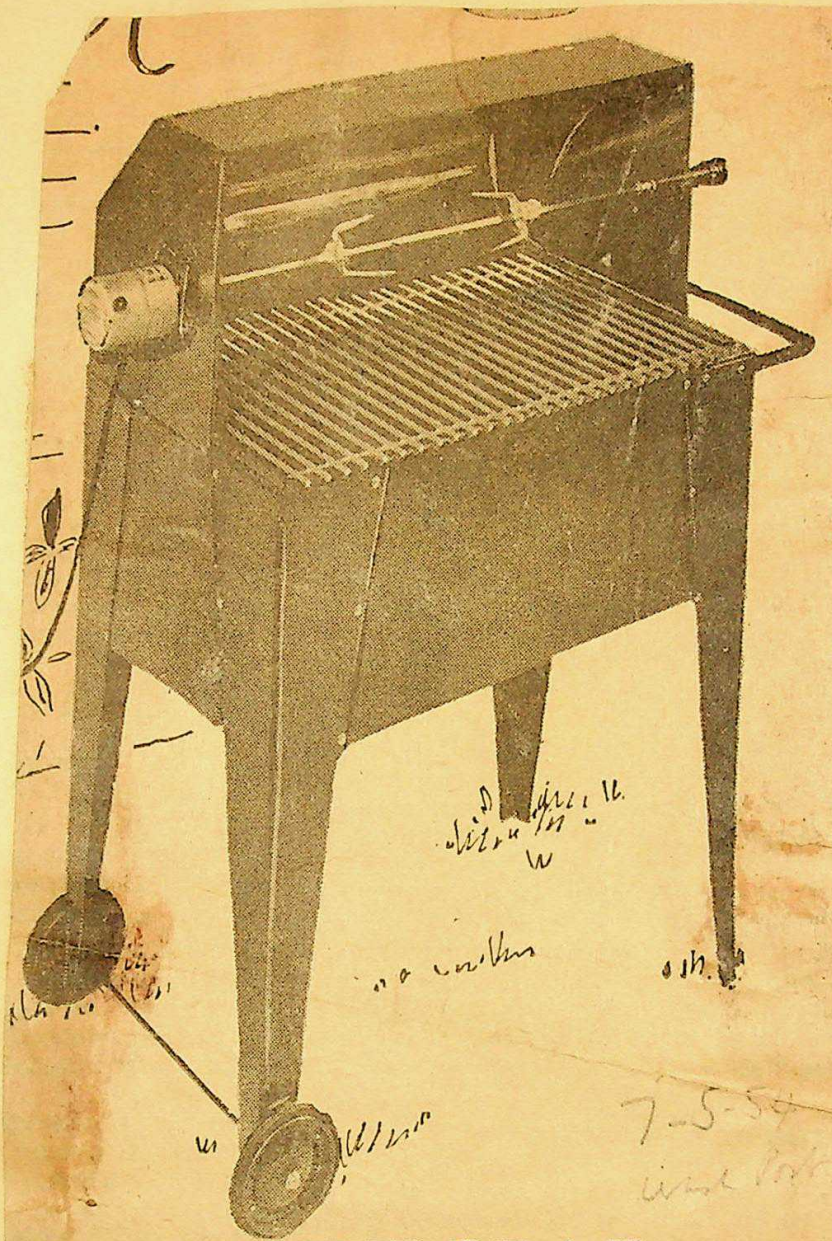


complete kitchen, folding table, sleeps four. Exterior is aluminum, interior is plywood. Price is about \$3,000, with remote steering optional. Neptuna Corp., 723-729 Sonora Ave., Glendale 1, Calif.

CONTINUED ON PAGE 18



57/108
33A



SPECIAL BARBECUE GRILL

complete with motorized spit

regularly 49.95 |

29.95

Wonderful buy . . . for a wonderful summer-full of outdoor dining deluxe. Big handsome barbecue grill features a motorized spit that turns out "barbecues" in a jiffy. Spit will hold 4 chickens or a 15-pound roast. Has large $15\frac{3}{4} \times 24\frac{3}{4}$ " grid for steaks and burgers. Grill itself of steel construction throughout, with attractive green enamel finish. Use on AC current.

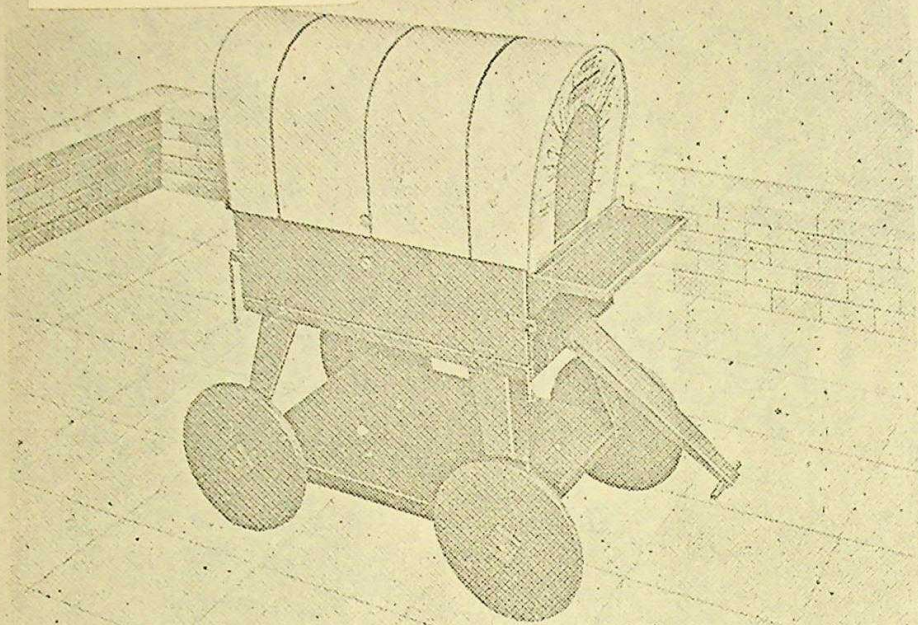
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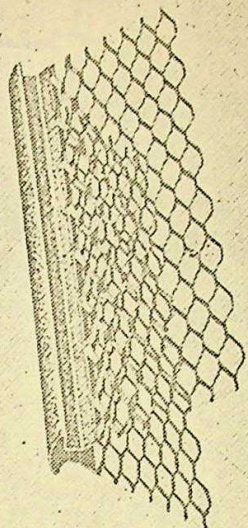
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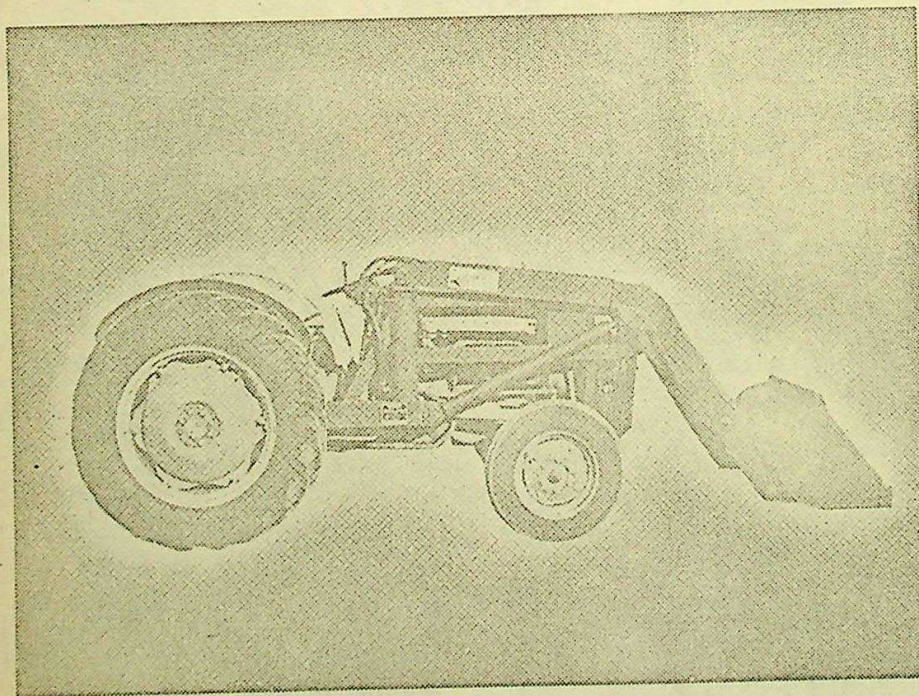
57/105 331



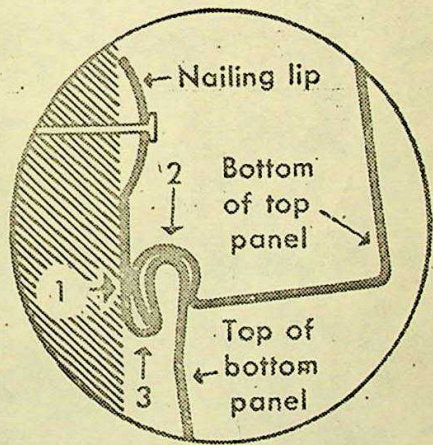
A PORTABLE BARBECUE, THE CHUCK WAGON, introduced by the Crocco Products Co., 6311 Brookside Plaza, Kansas City, Mo., is an authentic replica of the chuck wagon of prairie schooner days. It is made of heavy gauge steel and all surfaces have a heat- and weather-resistant finish. It is 42" long, 24" wide, 48" high, and weighs 75 pounds. A large storage shelf, four large wheels, and a wagon tongue make it a handy picnic cart. A hood, provided for smoke barbecuing, hinges back so that a table top can be inserted to make a large buffet. The heat and draft control adjustments are easily made. Charcoal, hickory chips or any other barbecue fuel can be used. It is easily converted to an open hearth for a log fire. A Rotisserie attachment with an electrically-driven spit is offered as an accessory.



THE BOSTWICK STEEL Lath Co., Niles, O., has developed a new machine for the manufacture of the Expanded Bull Nose Corner Bead. The heart of the equipment is the specially designed forming rolls, which permit the same close tolerances and dimensions achieved with the Expanded Wing Corner Bead. The Expanded Bull Nose is formed from 26-gauge galvanized sheet steel in lengths of 7', 8', 9', 10' and 12', with 2 1/2" fully expanded wings. The new equipment has a special straightener of Bostwick design, which assures end-to-end straightness and eliminates upshoots and kinks.



A NEW HYDRAULIC TRACTOR SHOVEL, made for heavy industrial use by the Henry Manufacturing Co., Inc., Topeka, Kans., incorporates a number of improvements. The pump is front-mounted with anti-friction bearings. The simple, self-centering control valve has one lever for lift and one for dump. The cylinders are arc-welded to the trunion, with replaceable bronze bearings. Cast iron pistons, with non-metallic rings, minimize scoring and assure a tight seal. Extra large bronze packing glands reduce wear and hold the chevron packing in place. A packing gland wiper keeps forcing matter out of the cylinders. All cylinders are steel tubing, honed to 20 micro finish. The tractor shovel is all-steel construction, all electric-arc welded, and all Henry-made throughout, including all cylinders. The extra large capacity bucket adapts itself readily to practically any loose, bulky material.



TRIPL-TITE ALUMINUM siding has an exclusive three-point construction and is designed for simple, speedy, and fool-proof installation. Gravity is used to assure proper positioning and interlocking of each panel. No repeated leveling operations are necessary. The slightly curved surface gives extra strength and prevents wrinkles and other irregularities. A unique nailing lip permits the panels to be fastened securely and tightly without buckling or distortion. When each panel is installed, a three-point interlock is formed, making the installation firm, watertight and airtight. Tripl-Tite is finished in baked-on enamel in a variety of colors, and will not crack, chip, peel, warp, or rust. It is easily cleaned. Tripl-Tite, made by the National Metal Products Co., is distributed nationally by Produx, Inc., #2 Gateway Center, Pittsburgh, Pa.

334
 57/11
 Better Homes + Gardens
 June, 1950, page 249
 AT LEAST: A VERSATILE, EASY-TO-ASSEMBLE
 ALL-PURPOSE HOUSE FOR JUST **\$579***

The Sensational **LENNOX** Holiday House

DELIVERED
 (when ordered by mail)

PERMANENT
 ALL ALUMINUM
 NO UPKEEP, COOL



This Is It! The house you've dreamed about! Practical the year 'round, useful everywhere, a valuable, handsome addition to your home and grounds!

Erect it yourself! Comes in easy-to-assemble 30-inch sections, including shade screens, with simple directions, or you can have it erected at nominal cost! Easy to reduce or expand.

Strong, light, comfortable! Aircraft structural design provides strong, rigid, wind-resistant assembly. Aluminum surface reflects sun's heat away.

Easy Financing Plan! Just \$579 for 12' x 18' unit, 9 other sizes available at equally low cost.

LENNOX "Wheel-Away" Grill

broiling or can be held horizontally within cabinet at adjustable levels for controlled-heat cooking, frying, baking. Sturdy steel construction, with stainless steel top. Order separately or as a Holiday House accessory.



Adds outdoor zest to your eating! Charcoal basket can be held vertically for finest

Scores of Uses!



Sports or Vacation Cabin!



Boat House!



Recreation Room, Garage!



Airy Porch!

The LENNOX Furnace Company

World's Largest Manufacturers and Engineers
 of Warm Air Heating Systems.
 Marshalltown, Iowa

* Complete 12' x 18' house, without foundations.
 Price includes freight to any U. S. destination.

Rush
 COUPON
 TODAY

THE LENNOX FURNACE CO., MARSHALLTOWN, IOWA

- ☐ Send me literature on Holiday House.
- ☐ Check or money order enclosed. Ship house at once.
- ☐ Ship "Wheel-Away" Grill. Check or money order enclosed.

Name _____

Address _____

City _____ State _____

ONLY
\$4500

F.O.B. Marshalltown,
 Iowa

Distinctive . . . New MASTER Barbecue GRILL

MODEL G-70

NOTHING ELSE LIKE IT ON THE MARKET



A BRAND NEW WAY TO COOK

Barbecues Meats in Half the Time

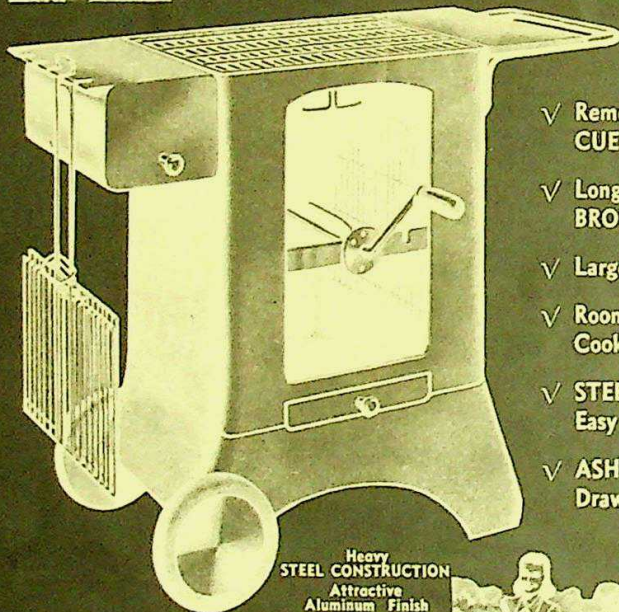
Cooks Both Sides of Meat at Once

Controlled Heat Prevents Overcooking

Adaptable for Indoor Fireplaces PATENT OFFICE

APR 4 1950

DESIGN DIVISION



✓ Removable BARBECUE SPIT for Roasts

✓ Long-handled STEAK BROILER

✓ Large BUN WARMER

✓ Roomy TOP GRID for Cooking Pan Foods

✓ STEEL WHEELS for Easy Portability

✓ ASH and GREASE Drawer

Heavy
STEEL CONSTRUCTION
Attractive
Aluminum Finish

The only grill that cooks without burning or smoking.

Barbecue sizzling roasts or tender chicken the professional way . . . or charcoal-broil delicious frankfurters, chops, hamburgers and steaks.

Comes completely set up, ready for use. If a Master Metal representative hasn't contacted you yet, wire or mail your order in today.



MASTER METAL PRODUCTS, Inc.

269 Chicago St.

Buffalo 4, N. Y.

Workbook

The desire for active cooperation is also responsible for another tool which can be applied in a variety of ways. Instead of handing out leaflets at the end of a discussion or dictating notes each trainee has a book, where headlines and quizzes have to be interpreted by the students themselves. Printed information is only given where word-perfect accuracy is essential. Various questions are asked which can only be filled in at the store. Provided the books are used correctly, training staff in the centre and in the store can check that the subjects have been covered between them, without omissions and overlaps, and without misunderstandings on the trainee's part.

Follow-up

To make the book really effective it should be utilized progressively where new knowledge is added, inside or outside the formal training. If it is used regularly, anybody can check in a minimum of time whether the trainer has taught and the trainee absorbed. Weak spots come to light quickly and can be remedied on the basis of these brief but effective surveys.

Without follow up, the job is badly done in any case. And we try to emphasize the need for continuous training by various other means. To mention only one medium: A publication, "Staff Management News," combines information about developments in or outside the firm, reports on training schemes in the stores with suggestions about new methods, announcements of visual aids which have become available, etc. It is meant as supplement to the concrete programs which, of course, have to be devised, too, as a stimulus for the managerial staff to use these programs and to stimulate in turn their staffs again. It is based on the belief, that training should stop when the employee leaves the firm, but that training will be done only effectively by people who want to do it.

Miles Kimball Co. to Favor New Mfrs. in Catalog

The Miles Kimball Co., Oshkosh, Wis., national mail order firm, has announced a new policy for dealing with new manufacturers. The firm has reported that it will show preference to new and unusual merchandise ideas in making selections for its catalog presentation.

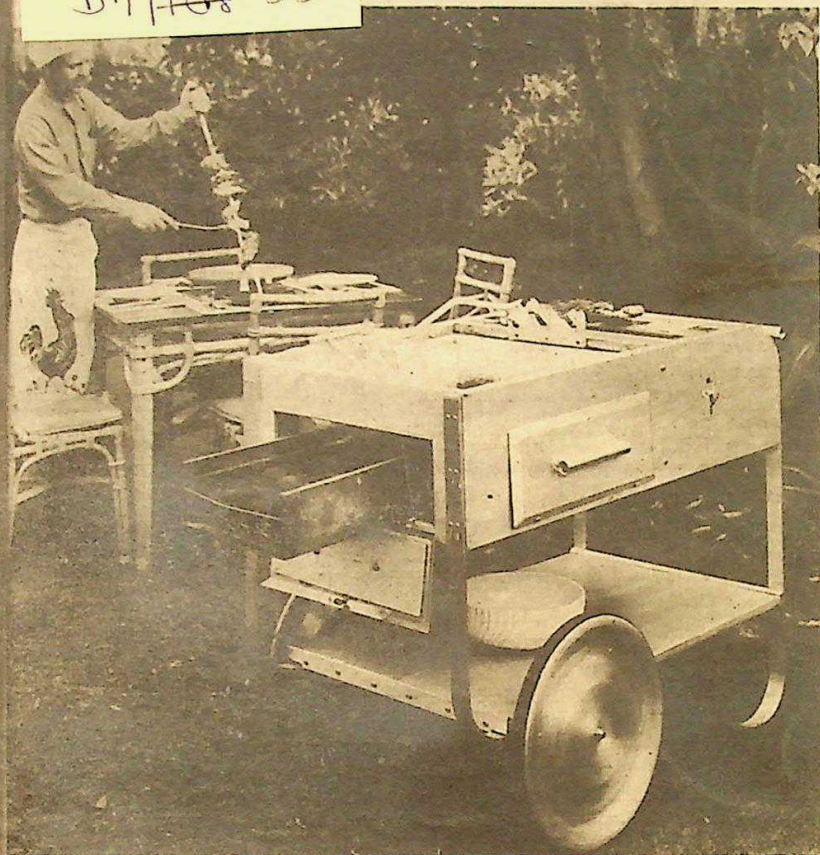
Smaller manufacturers, especially those who are unable to secure distribution by means of representatives or market shows, are urged to submit samples and full information concerning their merchandise directly to the company's central buying offices in Oshkosh.

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